EXPRESSION OF EXPRESSION IN ADVERTISING TEXTS (COMPARED TO UZBEK AND GERMAN)

Yigitaliyeva Zilola Muratovna
f.f.f.d (PhD),

Iminova Gulshoda Alisher kizi
Ferghana State University,
Direction: German, Master, 2-year

Annotation
The article deals with the features of the semantic-syntactic organization of advertising messages presented in modern German and Uzbek media. The author analyzes lexical means, their morphological characteristics, types of used syntactic constructions .

Keywords: advertising , advertising discourse , advertising language , advertising appeal.

Today, with the development of the field of infocommunication technologies all over the world, the study of the text as a language unit in a new environment, which is the virtual space of the global global network, is becoming important. The traditions that have developed over the centuries-old history of the formation of the mass media language in modern conditions have changed to meet the needs of the market. Advertising text becomes a text of a new type in the current conditions. So what is advertising? The word "advertising" is of foreign origin, according to the Dictionary of Foreign Words: "advertising -
1) information about goods, various types of services, etc., in order to alert consumers and create demand for these goods, services, etc.;
2) dissemination of information about someone, something in order to create popularity "
"Advertising is a paid presence in the media of information about your company (product, service), with the aim of increasing the company's fame and its turnover. The mass media (mass media) include television, radio, newspapers and supplements to newspapers, magazines, materials sent by mail, theater programs and shows, video and audio cassettes, telephone directories, catalogs, computer databases, large-format posters, boards of transport means, shields, as well as a whole range of new technical means.

"Advertising - in linguistics: a type of speech activity, the purpose of which is to regulate supply and demand for goods and services. <... . > modern advertising is a branch of the industry engaged in the production of special text products (often polycode , that is, using not only language (verbal code), but also music, visual aids, plastic), its placement in the media, and the study of its effectiveness " .

There are many classifications of types of advertising depending on various criteria. According to the approach of D. Dell, T. Linda, advertising texts can be divided into three large groups (based on the target factor):

1) image advertising;

2) stimulating advertising;

3) advertisement of stability.

K. Bove and W. Ahrens offer seven types: by target audience; business advertising; by area coverage; classification by means of advertising transmission; by function and purpose; commercial and non-commercial; direct mail order and indirect advertising. Although the purpose and objectives of advertising are defined differently by different specialists, they still have a common feature. The main purpose of advertising a product or service is to sell, attract attention, inform. Advertisers can achieve this with the help of well-formed text, which, in essence, carries the main content load. According to E. Serdobintseva , an advertising text may include the following elements:

1. title;

2. subtitle;

3. main text;

4. signatures and comments;

5. advertising slogan (slogan).

These five elements are not always present in the text of the advertisement. Consider advertising texts on the Internet. Advertising in web pages, whether it is a large information business portal, or small highly specialized Internet resources, in our opinion, differs from other media in three common features:

1. Visibility.

2. Conciseness.

3. Content.

Consider these properties of advertising text on the Internet. It is not in vain that we put visibility in the first place, since the wide possibilities of modern information technologies make it possible to convey the necessary information to the consumer-user in a colorful and intelligible way. The advantage of advertising with photographs, the image is obvious. It seems that an advertisement with appropriate images, with

high-quality flash animation will be more popular than just a text message. The conciseness of the advertising text on the Internet, in our opinion, is predetermined by the very nature of virtual reality. The user of the World Wide Web is fundamentally different from the reader of traditional media. The huge, immense amount of information that the Internet provides makes it simply impossible to study it thoughtfully. Superficial familiarization is becoming the norm. Under such conditions, the advertising text cannot occupy a large area (for example, newspapers sometimes publish such advertising articles as advertising). Therefore, conciseness is one of the main requirements for the text of advertising. Content content of the advertising text along with the above two requirements is important, but not always mandatory. Marketing experts emphasize that the main thing in the advertising text is the price. One cannot but agree with this opinion, since the price is a fundamental part of advertising.

The presence of advertising in almost all spheres of modern society, the active interaction and influence of social processes and advertising language on each other made the study of the specific language of advertising messages one of the favorite nyh themes of modern linguistics in Germany.

In German, advertising discourse (by this term we mean "a coherent text in conjunction with extralinguistic - pragmatic, socio-cultural, psychological, and other factors." In the texts of printed commercial advertising, there is a desire for information efficiency and uniqueness of the message, which can be explained by a strong dependence advertising from modern trends in the development of colloquial speech used by potential consumers in everyday life, so the compilers of advertising texts are trying to "not miss a single new attribute of the spoken language."

There is constant close interaction between advertising and literature, the press, colloquial speech: advertising not only draws the necessary material from these and other linguistic sources, but also, in turn, enriches the literary language and colloquial speech. It was from advertising that the expressions alles palletti , manoli , baureif , tropfnass , wasserdicht etc.

A favorable environment for the emergence of many neologisms in the language is advertising texts in which advertisers report the appearance of new products (or their more modern modifications) on the market , which, as a rule, are attributed special characteristics: Allzwecktisch , Verwandlungstisch , Abwaschtisch , Wandhängemöbel . The adjectives figurgünstig , hautsympatisch , vitaminfrisch , knitterarm , löffelfertig , diebstahlsicher , wartungsfrei , staubfrei , schlüsselfertig , which have arisen "in the depths" of advertising , have a special expression .

A special type of word creation in advertising is the creation of brand names and metonymy, closely related to this process, which is also one of the ways advertising influences the vocabulary of the national language. The name of the company that produces this or that product, in everyday speech turns into the name of this product. For example , die Levis - jeans produced by the company of the same name; die Clarks - boots from " Clark ": Ich packte in myine Tasche bischen Wasche , Zahnbürste , Handtuch , die Levis , die Clarks , Geld und obenauf legte ich den zerlesenen Hemingway .

An analysis of advertising messages from German-language printed sources makes it possible to distinguish various types of tropes in texts, which include metaphor, hyperbole, litotes, metonymy, paraphrase and euphemism, allegory, comparison, personification, irony and epithet. The use of metaphors allows you to make the presentation of information figurative and expressive, which undoubtedly stimulates the process of remembering the advertised product, for example: Beste Pflege fur Ihre zweite Haut (from a commercial for a washing machine); Absolut VIP (about " absolute " vodka); "bird" names of motor scooters Habicht , Schwalbe . Strengthening the emotional characteristics of the advertised object (goods, services) is facilitated by the use of carefully selected epithets: (das Auto) verbraucht auf 100 km Nur abenteuerliche 3.9 l (Benzin); ... erleben Sie live , wie sich Ihr Pulsschlag dusserst angenehm beschleunigt ; exclusive Zugang zu einmaligen services .

Advertising in Uzbekistan, as well as throughout the former USSR, became widespread in the 90s with the definition of a market economy as a priority for the development of the state economy. The term "advertising" is not translated into Uzbek, but this concept is firmly rooted in the mind and is an integral part of our lives. Advertising for an Uzbek citizen, as well as for any other person, was initially marked by a "presumption of guilt". At the level of advertising language, Uzbekistan has the following features:

1. Store owners and copywriters make lexical mistakes. Most often this is a violation of lexical compatibility. For example, shop signs: "World of Toys", "World of Yarn", "Sausage Center", "Meat Center - Gў sht markazi ". Advertising slogans like: "Do not be thirsty!", "Our doors - the peace of your home!".

2. The influence of the norms of the Uzbek language can explain individual morphological errors, for example: "House of furniture - Mebellar uyi ", "Exclusive clothes from Turkey".

3. The syntax of advertising texts is marked by the presence of stamps. "In recent years, a prepositional case construction has become especially popular, which originates in texts on the topic of fashion - "a suit from Cardin": "Clothes from leading

Western firms"; Radio _ classic . The best from world performers". And vice versa: "Pleasure of taste." Violations of the order of words such as: "Waitresses with work experience from 18 to 28 years are required."

4. Punctuation liberties are allowed in ads and slogans: "Better than just a newspaper!" (newspaper "Real Estate").

Advertising signs should be part of the architectural appearance of the city - it is important to respect the style and not obscure the historical elements of the facades . The holding of many advertising banners is contrary to the law "On the State Language", where article 20 states that "the texts of signs, announcements, price tags and other visual, as well as oral information are drawn up and announced in the state language and can be duplicated in other languages." But in Tashkent, there is a different picture, when the texts of signs are mainly given in Russian and very rarely duplicated in Uzbek. And, of course, the content of the advertisement must be acceptable, without ethical and cultural violations, as these advertisements can be seen by children, the faint of heart and impressionable people.

Often people confuse outdoor advertising (banners, billboards , video screens, etc.) and signs for shops, beauty salons, cafes, stops, and the like.

Outdoor advertising is one that is placed on special temporary and stationary structures located in open areas, as well as on the external surfaces of buildings, structures, on elements of street equipment, above the carriageway of streets and roads or on them, as well as at gas stations .

Signs are often hung illegally. According to the norms, for such advertising it is necessary to obtain permission from local authorities, which entrepreneurs do not do. Uzbekistan should implement new amendments to the law on the state language as soon as possible, according to which advertising in the country should be published in Uzbek, and not in Russian, officials and observers say.

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