

Advertising Text in Modern Linguistics and Its Peculiarities

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Abstract

The article focuses on the features of advertising text. Advertising text has attracted the attention of many linguists, and many studies have been carried out by representatives of various fields on its definition, characteristics, place in public life and factors influencing people's consciousness.

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Today, in the market economy, new modern approaches and the use of different methods are required in order to successfully achieve the relationship of sales and service of products. At this point, advertising takes an important place to promote the goods or services to the buyer. Also, advertising has become an integral part of social life.

Looking around us we can see that different types of ads from everywhere attack our privacy. Nevertheless, there is an attractive force in advertising that is capable of manipulating the consumer.

The invisible sound of advertising affects the minds of people, motivates them, prompts them to buy products, or encourages them to buy, proclaim and deep singdiradi. So ' in recent decades, the abundance of advertising on the market has caused an increase in desire and interest in the linguistic aspect of advertising in natural linguists. Advertising has become a science.

Main part. Linguists are trying to identify the principles of language, create new types of relationships between language elements and improve techniques in order to make advertising unique and maximize consumer needs. At this point, we have the question of who will be interested in the language of advertising and for what purpose can they use it? Advertising texts have the right to analyze from the points of view of linguistics, sociologist, sociolinguistic, psychological, ethnological marketing. Linguists are interested in the language of advertising, because they know how a particular language works in this type of speech, which linguistic means are used here, and how the language of advertising is changing over the years.

Sociologists may be interested in how advertising affects society's values, attitudes, and behavior. Sociolinguists, on the other hand, can study the impact of any aspect of society on the use of language in advertising over time. Psychologists can try to study the impact of advertising on the human mind and the motivation to satisfy material and social needs.

Ethnology can find good evidence of how the culture of the nation developed in this area. Marketing professionals and advertising agencies, on the other hand, are interested in the language of advertising in order to find different ways to make advertising more effective. This study is dedicated to giving an understanding of what advertising is, how it has evolved and what types of advertising exist. Advertising is an integral part of consumer society in the modern market economy, and the rivalry of competitiveness in it is one of the peculiarities of advertising. The term "advertisement" is derived from the Latin dictionary "reclamare", meaning "to scream".

In England, it is used in the sense of attracting advertising. In the Explanatory Dictionary of the Uzbek language, advertising is explained as follows: "Information provided about these goods and services in order to inform buyers about certain types of goods or services, to create or strengthen the demand, need for them," says your linguist Cook. "Advertising it is not the externality that we distinguish or unite, but it is an indispensable part of our way of being ashamed of the development of advertising in Ham, as a connoisseur of human beings is also important...".

Advertising in newspapers, magazines, street advertising counters, television, radio, public transport, and sponsors advertise their habars which I meet anywhere. Advertisements give us an effect, whether desired or undesirable. Advertising is usually carried out by a specific sponsor, devoting the consumer to buying the product, providing services or promoting an idea. We can give different definitions to advertising. As described by English linguist Gillian Dyer, "advertising is, in a simple sense, a means of informing the consumer about the product or the product that attracts his attention".

Ye.V. Medvedeva, in her book "Advertising Communications", follows the interpretation: "advertising will consist of texts with unidirectional, impersonal, informational, figurative, and expressiveness characteristics. The advertiser is funded by vaodams, which are sent to people to promote a particular product or service. The choice and behavior of the advertiser is assessed appropriately." Another English linguistics. Goddard 27 reklamag which gives the same definition as "advertising consists of these texts to attract the attention of the consumer as much as possible, and will be aimed at forcing the purchase of the product". All of the above definitions given to advertising represent concepts close to one another.

Advertising is a market economy in which information about a product, production, or idea is informed, the consumer assures the consumer that the product has a taste of preference, which carries out a means of promotion to induce behavior. Many people believe that through advertising, the formation of improper consumption in individuals, unnecessary consumption that the buyer cannot satisfy his

extirpation can occur, and that bujamia can be reduced to a series of people who are idle, self-centered and obsessed with the item. From this we can say that the belief in advertising in our people is transmitted until the xissi is fully formed.

The buyer prefers offers and recommendations of connoisseurs-more familiar than advertising before the purchase shrinkage. It can be seen from this that in the Uzbek people it is customary to buy products that have passed the experiment. The world linguist Sedivi said: "advertising has this creative character, the buyer is not imagined bybutkul creates a new desire and envy.

Conclusion. Looking at the history of the creation of advertising, it was used to promote the product and introduce the famous event host or people. Currently, the company's sales are being promoted in a very broad sense, not limited in size. Dyer argues that "advertising is now aimed at managing social values and relationships, with information being provided by special and service providers.

Dyer shu bn together equates advertising functions with religion and Sana'a't, with modern advertising being explained through simple and clear concepts designed to guide people in their way of living and their fantasies. The result divides advertising into commercial and non-commercial types.

The text of the advertisement has caused many linguists to be interested in its definition, its peculiarities, its place in social life, and many studies have been carried out by representatives of different fields in terms of factors of influence on human beings.x

So the main purpose of advertising or advertising text is to promote the provision of a certain product or service to the buyer, attract the attention of the buyer and encourage him to buy it.

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