ADVERTISING AND ITS TYPES (COMPARING THE GERMAN AND UZBEK LANGUAGES)

f.f.f.d (PhD) Yigitalieva Zilola Muratovna

Iminova Gulshod Alisher kizi
Master Student of the 2nd Course of the Direction
of the German Language of Ferghana State University

ANNOTATION

This article is devoted to the study of advertising text. Various approaches to the classification and definition of the main and secondary components are considered and systematized.

Keywords: advertising text, composition block, title, main text, phrase, slogan, reference information.

Advertising today is one of the significant aspects of human life. The current socio-economic situation that has developed in recent decades in Europe as a result of the transition to a market economy, as well as the conditions of fierce competition, require a qualified specialist to be able to correctly compose the text of an advertisement. Thus, advertising has become a separate branch of the economy. There are more than a dozen definitions for the term "advertising". Advertising is a communicative process of influence through communicative means in various spheres of life in order to change the economic views and behavior of the addressee. Its objects can be not only goods and services, but also socio-political actions, such as elections and rallies. Advertising is aimed at a variety of consumer groups, it is designed to implement multiple functions. Scientists consider several classifications based on various criteria. Advertising is classified by the composition of the target audience, by the impact on this audience, by the breadth of distribution, by the method of transmission and execution.

Advertising in the media is widespread, but it is inferior in one measure to advertising on television. The cost of print advertising is not so high, which means that the quality indicators do not always meet the standards. The peculiarity of the press lies in its efficiency, mass character and wide recognition, on the other hand, there is a low quality of printing performance and a small audience of readers. Text is the most important element of communication. The level of its impact on the audience depends on the quality of the advertising message. Consider the elements that make up any advertising text. The first element is a slogan representing the product. The second is the introduction or beginning. It should be catchy and bright in order to grab the reader's attention and encourage them to read the ad. The third element, which is the main source of information, should tell the client about the main characteristics of the product or service. And at the end of the advertising text contains reference data. Advertising in Germany is very developed, it occupies one of the leading positions in the global industry. The skill of copywriting, which was mastered by the writers of advertising texts, gave advertising a strong impetus. German news and informative texts are distinguished by their non-standard, the use of a variety of language tools and the absence of templates.

Of the 100% of analyzed ads, only 8.8% are "high-end ads" consisting of an image and a product name. 91.2% of the texts are based on the so-called "hypnotic influence". The methods of hypnotic influence include truism (hypnotic command substitution) - 10.6%; illusion of choice (under this strategy, the client is offered a choice between "what the seller needs and what the seller needs") — 6.1%; assumptions (the command is given as a preliminary action or a condition for performing some other action that is less significant than the desired command) - 8.3%; the use of opposites (the use of the turnover "the more ..., the ...") - 0.7%; the use of explicit or implicit comparisons (for the advantageous selection of a brand among competitors' brands) - 72%. All of the above figures are methods of linguistic manipulation. Features of the language and the principles of its use are used to indirectly influence the addressee. Advertising has a stable terminology base. There is an active use of neologisms in the German language. Some of them are formed on the basis of their own lexical base, others - on the basis of borrowings. Foreign language vocabulary is found in 49% of the studied advertisements.

Internationalisms, in turn, are found in 18.3% of the considered advertising texts. For example , Weltweit der einzige Chronograph automatik mit mechanical alarm. Worldwide the only automatic chronograph with a mechanical signal. A characteristic feature of the German advertising message is the dynamism of the syntax with a large number of "question-answer" structures (20.1%). This creates a semblance of a dialogue between a potential consumer and a company that provides a product or service. This technique is common among copywriters.

The creators of advertising texts resort to the use of parallelism. Complete and incomplete sentences in their structure can be examples of parallel constructions of the anaphoric type.

Exclusiv für Focus Abonnenten: Mehr Fakten . mehr services. Mehr vom Abo. Exclusive to Focus magazine subscribers: More facts. More services. More from a subscription.

Thus, the most popular technique among German advertisers is the use of nominative and elliptical sentences (58.8%), parceling is in second place (29.8%), anaphoric parallel constructions (17%) and antithesis (8.9%) are in third place. %). With their help, conciseness and intelligibility of the narrative is achieved with informative and stylistic richness, a positive opinion about the product is created.

The language of advertising is distinguished by strict information content and the desire for emotionality and expressiveness. Advertising texts contain elements of scientific, official business, artistic styles. The language of German advertising is a combination of features of various styles, it is characterized by the use of figurative and expressive means of the language and at the same time conciseness of expression and high news saturation.

In Uzbekistan, the level of advertising products, including online advertising, is increasing every year. Improving the quality of the advertising message contributes to the existing competition between advertisers. Especially noticeable is the competition between cellular operators in Uzbekistan, which carry out bright and memorable advertising campaigns in order to attract new and retain existing subscribers. In particular, the cellular company Ucell uses all communication channels, including Internet sites, to present its services to the public.

In order for the consumer's eyes to stop on advertising, many techniques are used, in particular, the use of photographs of famous people or places of interest. Both techniques are used in Ucell advertising . So, the backdrop in the advertisement is a mosque in Tashkent, which is an architectural historical monument. Guest celebrity Muhammad Iso Abdulkhairov plays the

role of a genie who grants wishes. This technique is an auxiliary element of the impact on consumers, as well as a beautiful addition to the brand of goods. However, it should be noted that each famous person in the mind of the addressee is clearly associated with a certain human image. Muhammad iso Abdulkhairov , thanks to his roles in the minds of people, is a cheerful, positive and humorous person. In the analyzed advertisement, he also plays the role of a merry wizard, that is, the created stereotypical actor's image in films and the image in this advertisement coincide. The genie is dressed in Ucell 's corporate colors - white and purple. These colors have become an integral part of advertising campaigns and have contributed to the fact that this network operator has become one of the most recognizable. A bright and familiar color combination allows you to stand out from the crowd of competitors and more effectively attract the attention of your target audience. White color symbolizes purity, innocence, lightness, freshness, dazzling, joy. It is a symbol of spirituality, clarity. Purple color symbolizes mysticism, spiritual love, the manifestation of other higher or otherworldly forces. The green color, on the background of which the name of the action is written, symbolizes spirituality, its personification and controls the character, emotions, feelings. From the set of advertising colors, it can be concluded that all colors symbolizing a strong spirit, mysticism, and the main character of advertising, the genie, who is a multi-faceted spirit in Muslim folklore, complement each other. An additional element of attracting the attention of users is the flashing headlights of the main prize of the promotion - cars. During the promotion, 4 cars are drawn, so the same number is shown in the advertisement. This advertisement is aimed not only at its subscribers, but also at addressees-observers: All new subscribers are participants in the drawing! After getting acquainted with the non-linguistic features of advertising, the user begins to delve into the text content. The advertising language is bright and concise. In this advertising text, nouns are most often used (action, lucky, conditions, payment, subscribers, participants, lottery), which perform an informative function. The noun lucky is used in a colloquial style and is used in advertising in combination with the pronoun you, which also belongs to the colloquial style. "A distinctive feature of colloquial speech is the specificity of the addressee. No matter how purposeful written and bookish speech is, many, and not one person, should become its readers. And they are all individually different. The partner of an everyday conversation is most often one person (even if unfamiliar to the speaker), but the person is not abstract, not imaginary, but quite concrete. As a result of the use of colloquial speech, the participant of the action gets the feeling that they are addressing him. Adjectives are used both in the positive degree (new) and in the comparative degree (more, simpler). The comparative degree of adjectives helps to show the new benefits of participating in the action. There are no verbs in this advertising text, so the sentences are nominative, incomplete: New action "You are lucky!". All new subscribers are participants in the drawing! The conditions are easier, the prizes are bigger! A one-time payment from 5000 soums and you are a participant in the drawing! In the last sentence, advertisers refer to the addressee as You. If in the first case, the technique of personal presentation was used, oriented towards an informal dialogue with the addressee, which allows replacing You-communication with T-communication , then in the second case, advertisers put respect for the audience above the language game. All sentences use exclamatory sentences, emphasizing the "call-out" style of advertising.

Only 1% of the advertisements studied are based on rhyme. This is due to the fact that writing advertising text in an artistic style is the most difficult task. A rhyming advertisement does not highlight the advantages and features of the product, does not compare it with other products and brands. The text of the advertisement should be not only expressive and expressive, but also well-written. Any grammatical or stylistic mistake can undermine the credibility of the company and reduce the interest of the client. Many advertisers simply forget about this and use a technique called "shooting over their heads." This concept involves communicating with the audience about a topic that people are completely unfamiliar with and do not understand. If the student does not understand what the lecture is about, he stops focusing on it. If the reader does not understand what the advertisement is about, then he will not be interested in this product. He will look for an ad with more accessible content.

LITERATURE

1. Virchenko, M. A. Linguistic features of German advertising texts / M. A. // Young scientist. - 2016. - No. 11 (115). - S. 1669-1672. - url:
2. Devkin V. D. German colloquial speech. Syntax and vocabulary. - M.: International relations, 1979. - 257 p.
3. Ivanova K. A. Copywriting: the secrets of compiling advertising and PR texts. - St. Petersburg : Peter, 2015. - 144 p.