METHODS OF USING GENDER CHARACTERISTICS IN SOCIAL ADVERTISING CREATED IN UZBEK AND ENGLISH LANGUAGES

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ABSTRACT

Based on the analysis and research factors of this research work, it can be said that advertising that attracts human attention and aims to influence him intensively requires constant change, because any means of influence become obsolete over time. As a result, it loses its previous attractiveness, attractive features, in a word, liveliness, as a result of which the persuasiveness of advertising weakens. It is worth noting that in social advertisements created in Uzbek and English languages, the text of the advertisement is important in the use of linguistic means, and it is characterized by the tendency to use linguistic means to the maximum extent.

Keywords: advertising, pragmatics, advertising discourse, locutionary act, perlocutionary act, advertising text.

INTRODUCTION

An important requirement for advertising texts is to spread information at a high level, using very few words. In our opinion, when creating advertising texts, it is necessary to follow the rules of concise, concise and effective expression of the phrase, as well as the richness of the information content.In this regard, we considered it permissible to dwell on the pragmatics of social advertising texts. It should be noted that the purpose of any advertising text is to create a targeted response by having a psychological impact on the addressee.

RESEARCH METHODS

A number of scientists conducted research on cognitive linguistics, as in the process of communication, language is used not only to convey information to the addressee, but its main purpose is to influence the way of thinking of the receiver of information. E.F. According to Tarasov, "the basic purpose of communicating through language has never been communication[1]. Verbal communication has always been a means of achieving other goals, and its ultimate goal is to control the activity of the interlocutor. Therefore, any message "should be considered as a factor that includes a number of factors, for example, content (evidence) and a certain technique of influence." The theoretical basis of research in the field of pragmalinguistics is based on the theory of speech activity. Its founders were John Searle, John Austin and a number of other foreign researchers. The theory of speech acts teaches how to act by expressing different opinions, "to use different things and concepts through words in the way

of one's desire and purpose" (This is Austin's most important book on this topic, "How to do things with words" ("Word (literally translated from "what can be achieved through.

RESULTS AND DISCUSSIONS

Many research results in the field of linguistics confirm the assumption that language has certain resources of influence on the addressee. A number of theoretical and empirical, i.e., experience-based studies of modern language problems of mass communication and social advertising existing in any linguistic culture clearly demonstrate that the influencing function of language is actually carried out using the linguistic capabilities of the language system.

Continuing this topic, we considered it appropriate to turn to pragmalinguistics. In 1990, this science was called "pragmatics", and it appeared as a branch of semiotics and linguistics that studies the role of language signs in speech.

Speech is a language in action, which appears during the speech activity of the participants of the dialogue. A small part of language communication is a speech act performed in accordance with the principles and rules of the language existing in a particular society. In the process of speech activity, information is exchanged between several participants of communication, that is, direct communication processes take place. If the concept of advertising text is approached from a functional point of view as a variant of the practical application of the sign system of the language, it is a factor that forms a whole text, and its goal-oriented pragmatic direction serves we express our opinion. It is the question of determining the purpose that determines the use of various language tools in advertising texts, which are implemented through the pragmatic context. The issue of the pragmatic aspect of speech activity and its consideration from the point of view of the use of language tools is the most important part of the theory of speech activity[2]. It should be noted that the consistency of speech activity is created with the help of discourse. Most linguists consider discourse, that is, the way of expressing ideas through logical reasoning, to be the result of spoken communication influenced by extralinguistic factors. They include non-verbal means of communication, as well as the situation that gave rise to communication and the social status of the speaker. Recently, scientists have been actively using the phrase "advertising discourse" as a concept related to speech in the form of a linguistically formed speech activity and a communicative model of the text[3]. The extralinguistic factors of advertising discourse include color and typeface, visual enrichment of advertising, decoration of advertising message without verbal texts, as well as the influence of cultural and historical reasons on the process of creating texts.

In our opinion, a holistic speech activity is manifested as a locutionary act, that is, feedback, when it is used as a means of speech. According to its results, speech activity is manifested as perlocutionary activity, that is, as a factor influencing the addressee of the text expressed through words.

Perlocution is the effect of speech on the thoughts and feelings of the audience and, in turn, on their actions and behavior.

Speech activity can be direct or indirect. For example:

Every child needs a family! - indirect speech act.

Accept me into your family! - direct speech act.

Alternatively, pragmatics is considered a part of semiotics, that is, the science of language signs used in communication, along with syntax and semantics, within another linguistic direction.

According to the founder of semiotics, the Swiss linguist Ferdinand de Saussure, language signs consist of a concept (meaningful thought) and an acoustic form (meaningful thought). A symbol, or the relationship between them, can be arbitrary, that is: iconic (descriptive), symbolic (conditional) and indexical (a pointer related to the signified).

M.V. Yagodkina analyzes the language of advertising from a semiotic point of view in his monograph "Language of advertising as a means of forming virtual reality"[5]. "The language of advertising is a semiotic method of presenting information, which can be expressed as a sign in various ways, that is, verbal, non-verbal, visual, graphic and audio options." states that.

We agree with the opinion of M. V. Yagodkina that the advertising language is a complex semiotic phenomenon consisting of many components, and the verbal components of the advertising message are based on it.

The linguo-semiotic approach presented in the scientific works of E.S.Kara Murza (2008, 2009, 2010) allows for the analysis of the precise definition of information resources of different nature in a unified language[6]. The text, which is the product of speech activity, is studied in two directions - language and speech[7].

Nowadays, it is of great importance to interpret the meaning as a material form of the symbol. The importance of this process is especially evident when considering advertising text.

In our opinion, the pragmalinguistic analysis of the advertising text allows us to consider the role and function of symbols in the real processes of communication, including certain features of the context that directly apply to the participants of communication - the speaker and the listener.

Communication is a process that takes place in time and space. According to some psycholinguists, any word is a product of the multifaceted experience of an individual's interaction with the surrounding environment. In most cases, comparison appears as a tool of language manipulation[4].

According to the definition of R. Blakar, a well-known scientist on language manipulation, in such cases, language is "used as a tool of social power."

If we conclude based on another linguistic theory, the first condition for the linguistic impact of social advertising texts can be considered as the difference between the subject and the expression; which, in turn, reflects informational and communicative meaning in the use of language.

M.V. Nikitin singles out the following among the linguistic sources of implicit meaning thoughts: the variability of the language structure, the semantic drop of the word, the plural use of words, sentences, texts, etc.

According to E.D. Lvovskaya, the pragmatic analysis of the advertising text within the framework of the theory of influence through speech can be supplemented by providing a preliminary definition of the "non-verbal part of the text" aimed at solving specific issues[11]. This is related to the integrative nature of advertising activity. There is another linguistic factor in the impact of social texts, and this factor is language.

CONCLUSION

As a conclusion, language as a system consists of various structural elements and units, as well as models aimed at independent and cooperative action in the expression of words, it serves to achieve two socially important goals, firstly, it provides information to the person (society), and secondly affects him. The most common use of these functions is manifested in the language of mass media, which forms the socio-political worldview of society. Therefore, the first and most important condition for influencing through words is the presence of tools that influence human behavior in language. In addition, all tools that can affect the attractiveness of advertising are used to enhance the impact function of advertising in any direction, including: color, print, illustration, music. The correct and harmonious selection of these tools helps to increase the effect of the advertising text in the way the author intended.

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