

ADVERTISING DISCOURSE AND ITS EXPRESSION IN LINGUISTICS

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ABSTARCT

This article analyzes the essence of advertising discourse and problems in its expression in linguistics, taking into account the factors affecting the reader's understanding of it from a linguistic point of view. In addition, in this article, we will focus on such concepts as linguistics, advertising, discourse, advertising discourse.

Key words: linguistics, advertising, discourse, advertising discourse, advertising discourse and its expression, advertising discourse in linguistics

РЕКЛАМНЫЙ ДИСКУРС И ЕГО ВЫРАЖЕНИЕ В ЛИНГВИСТИКЕ

АННОТАЦИЯ

В данной статье анализируется сущность рекламного дискурса и проблемы его выражения в лингвистике с учетом факторов, влияющих на его понимание читателем с лингвистической точки зрения. Кроме того, в данной статье речь пойдет о таких понятиях, как лингвистика, реклама, дискурс, рекламный дискурс.

Ключевые слова: лингвистика, реклама, дискурс, рекламный дискурс, рекламный дискурс и его выражение, рекламный дискурс в языкознании.

REKLAMA DISKURSI VA UNING IFODASI

ANNOTATSIYA

Mazkur maqola tilshunoslikda reklama diskursi va uning ifodasidagi muammolarning mohiyatiga lingvistik nuqtai nazardan kitobxonning uni anglashi uchun ta'sir qiluvchi omillarni hisobga olgan holda tahlil qilingan. Bundan tashqari, mazkur maqolada tilshunoslik, reklama, diskurs, reklama diskursi, kabi tushunchalarga alohida to'xtalib o'tamiz.

Kalit so'zlar: tilshunoslik, reklama, diskurs, reklama diskursi, reklama diskursi va uning ifodasi, tilshunoslikda reklama diskursi

INTRODUCTION

Discourse is the subject of interdisciplinary research. From theoretical linguistics besides, computational linguistics and artificial intelligence, psychology, philosophy and logic, sociology, anthropology and ethnology, literature, semiotics, historiography,

theology, with law, pedagogy, translation theory and practice, politics and other discourse.

It is also the main object of study of related science and research fields. This each of the disciplines approaches the study of discourse in its own way. According to the interpretation of linguist scientist A. Pardaev, discourse is the process of exchange of ideas between the speaker and the listener, the practical use of linguistic and non-linguistic tools in the form and type that they consider to be the most effective in order to influence each other. Discourse is a process, a type of human activity. It is the manifestation of hundreds of linguistic and non-linguistic factors in a common form towards one goal. In another source, discourse is derived from the Latin word "discursus" - discussion, which means emotional, direct, intuitive, i.e. logical argument - proven knowledge, which is created by means of discussion, as opposed to required knowledge.

LITERATURE ANALYSIS AND METHODOLOGY

Special studies of discourse in Uzbek linguistics were carried out by linguist Sh. Safarov. The linguist notes the following about the problems of text and discourse: "if both text and discourse are the result of human linguistic activity, they can be classified as "oral" and "written" based only on the external-formal indicator. I doubt the possibility of differentiation. According to Ye.S. Kubryakova, "During the current development of the science of linguistics, there is no generally accepted definition of discourse." Speech theory, despite the weak development of the most basic concept, is currently one of the actively developing interdisciplinary research areas. Such research includes the synthesis of methods and results of various disciplines - sociology, linguistics, psychology. Discursive approach is especially common in linguistics. This is connected with the active formation of such a branch of linguistics as "communicative linguistics" in the second half of the 20th century. He considers language not as a tool that people "use", but as a proper communicative activity of the individual. The inherent subjectivity and sociality of the "speaking person" rather than the "speaker" puts linguists at the center of such studies. But the concept of "discourse", "discursive approach" goes far beyond the scope of linguistics, i.e. the sciences of language and language constructions. Today, discourse is a vague and widely used term.

THE RESULT

This word itself comes from the Latin terminological nest, which means mind (discursu), reasoning (discursum), thinking (discursus), reflecting (discursor). Communication, in its truest sense, is a mental construct used by a healthy, free intellect in the knowledge of truth, in the words of the medieval philosopher Nicholas of Cusa, "it surveys the whole world in order to reach it. does not fully strive. in a ceaseless run." René Descartes takes a stricter approach to the speech, and with this concept does

not mean a chaotic "running after the truth" like N. of Kuza, but a logically confirmed path to the truth: "Go straight in one direction as much as possible without changing direction. trivial reason"; "And those who walk very slowly, if they walk the right way, may go further than those who run, but are far from it (in mind)," he wrote in his "Questions of Method in the work "discourses". René Descartes called this famous work "Discours de la method-ode" in French. [4]

DISCUSSION

Advertising is such a tangible and intangible phenomenon that it is accepted by society because of the powerful social discourse in advertising messages. Advertising appeals to people, their minds, the values, ideas, stereotypes, thought patterns, etc. that shape that mind. Armand Deyan in the book "Advertising" emphasizes that any advertisement affects the position of the buyer in society. It can give him a sense of satisfaction or make him anxious and lonely. "Advertisements, seemingly innocent toys, question the personality of the future customer, his socio-cultural adaptation and society with its age-old foundations." If the ad gave only pragmatic information about the product (that is, limited to product speech), then these words would not make sense. The social discourse of advertising describes the symbolic content of the advertised offer, which determines the offer in the system of socio-cultural coordinates.

CONCLUSION

Four discursive areas can be distinguished in advertising:

1. Advertising technique.
2. Organization of advertising activities.
3. Advertised goods.
4. The community where this product needs to be updated.

All discursive fields of advertising can be mediated. The discourse of sociology (sociological discourse) which is studied with the help of sociological apparatus and is interpreted through the system of sociological concepts, categories, and paradigms of sociology. But the possibilities of sociology in this or that discursive field of advertising are not equivalent. Its smallest possibilities are in opening the technical side of advertising activity, and the biggest one is in studying the social speech of the advertising message. It is also noted in scientific sources that special scientific conferences were held dedicated to the solution of this problem. Such scientific researches and different views expressed in relation to the problem indicate that there are aspects of dialogic discourse that need to be solved in linguistics and need to be researched. It follows that advertising discourse is of great importance in linguistics.

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