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АКАДЕМИЯСИ МИНТАҚАВИЙ БЎЛИМИ  
ХОРАЗМ МАЪМУН АКАДЕМИЯСИ**

**ХОРАЗМ МАЪМУН  
АКАДЕМИЯСИ  
АХБОРОТНОМАСИ**

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**МУНДАРИЖА**  
**ФИЛОЛОГИЯ ФАНЛАРИ**

<b>Abdurashidova N.A.</b> Determining the development of fiction through its main stages of development	5
<b>Akhmedova S.H., Mizrobova V.R.</b> The problem of gender characteristics in modern language and discourse	8
<b>Akhmedova S.H., Shokulova L.B.</b> Lexical semantic analysis of virtual communication in english written discourse	10
<b>Allayarova G.N.</b> Ingliz va o'zbek tillarida harakat yo'nalishini ifodalovchi vositalarning leksik-semantik va funksional tahlili	12
<b>Alimova K.M.</b> Kampus romani janr sifatida: shakllanish tarixi	14
<b>Artikova D.A.</b> O'zbek tilida fitonimlarning lingvistik xususiyatlari	17
<b>Axmedova M.M.</b> O'zbek va rus tarixiy nasr janrlarining pragmatik xususiyatlariga doir	19
<b>Axmedova S.H., Rakhimova N.B.</b> Ingliz va o'zbek lingvomadaniyatida stereotiplarning pragmatik tahlili	23
<b>Bekbergenov H.U.</b> Abstrakt otlarning kognitiv ta'rifi	25
<b>Bobojonova N.J.</b> Murojaat kategoriyasining tuzilishi va uni ifodalovchi leksik birliklarining kognitiv mazmuni	28
<b>Boboyorova M.R.</b> Jane Austen and her influence on society	30
<b>Boltayeva N.R.</b> The basic concepts and factors of political discourse	34
<b>Burxonova G.</b> O'zbek va rus tillarida agrar terminlarning o'zaro tarjimasini va leksikografik talqini	38
<b>Djabbarova K.A.</b> Cognitive mechanism of hyperbole in the english language	40
<b>Do'smatov S.T.</b> Badi' az-Zamon al-Hamadoni va uning maqomlari	42
<b>Dustmamatova N.P.</b> Graduonimiya va unga yondosh tushunchalar tavsifi	45
<b>Egamberdiyeva M.G'.</b> Madaniyatlararo muloqotda nutqiy etiketning antoposentrik paradigmasi	48
<b>Gadayshaev B.A.</b> Ingliz, fransuz, nemis va boshqa tillaridan o'zlashgan harbiy va ijtimoiy so'zlarning o'zbek va rus tilshunosligidagi o'rni	51
<b>Gafurova G.B.</b> Publisistik uslubdagi matnlar elektron tarjimasini funksional pragmatik muvofiqligi	53
<b>Gulyamova M.A.</b> Xalqaro ekologik tashkilotlarning jamoatchilik bilan aloqalari mexanizmlari	56
<b>Jalilova L., Ergasheva F.</b> The pearls of irony in Ernest Hemingway's novel "The sun also rises"	58
<b>Jumaniyozova S.Sh.</b> Ingliz frazeologizmlarida tarixiy xotiraning aks etishi	61
<b>Haydarov A.A., Barnoyeva M.</b> So'zlararo ma'naviy munosabat turlari	63
<b>Haydarov A.A., Yadgorova M.</b> Inson tuyg'ulari ifodalanishining konseptual-chog'ishtirma tadqiqi	67
<b>Khidirova M.A., Temirova M.A.</b> Linguocultural analysis of animal names in english and uzbek languages	69
<b>Kobilova A.B., Akhmedova M.</b> Political discourse and periphrases used in this field	72
<b>Kobilova A.B., Ruziyeva D.</b> Advertising as a special type of text	75
<b>Kudratov A.A.</b> O'zbekistonda tarjima jarayoni	78
<b>Masharipova Yu.O.</b> Linguocultural analysis of the uzbek culture cradle named beshik	82
<b>Maxmudova N.M.</b> Ispan tilida quvonchni ifodalovchi so'zlarning tasnifi	85
<b>Maxmudova Sh.M.</b> The role of common phrasal verbs to organize more effective ESL classes	87
<b>Nematova I.</b> Reklama matnlaridagi imperativnin qo'llanilishining o'ziga xos jihatlari	91
<b>Odilova G., Xamidova M.</b> Olam milliy lisoniy manzarasida glyuttonik diskursning o'rni	93
<b>Qo'ymuradova G.M.</b> Holat fe'llarini tahlil qilishda assotsiativ metoddan foydalanish	99
<b>Qurbonova F. A.</b> Mifologik tafakkur va ijodkor badiiy olami	101
<b>Qurbonova G.A.</b> Qadimgi ingliz gidronimlarining kelib chiqish tarixi va yasalishi	104
<b>Raximboyeva S.F.</b> Xudoyberdi To'xtaboyevning "Sariq devni minib" romanida bolalar ruhiyatining ifodalanishi	107
<b>Rustamov I.T., Amirova N.B.</b> Anekdot janrining diaxronik-sinxronik tahlili	109
<b>Sabirova N.E.</b> Poetik ramzlar genezisi va o'ziga xos xususiyatlari	113
<b>Safarova Z.T., Narzulloyeva M.N.</b> Ch.Dikkensning "Dombi va o'g'li" asarida bola obrazining ifodalanishi	116
<b>Safarova Z.T., Saidova D.B.</b> Ingliz tarbiya romanlarida tarbiyachi va tarbiyalanuvchilar obrazlari tahlili	119
<b>Safoyeva S.</b> Tilshunoslikda pragmatik belgilarini tadqiq qilish	121

language of politics is full of periphrases, especially, euphemistic periphrases as politicians mostly address them in order to be polite and not to provoke conflicts during communication.

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#### ADVERTISING AS A SPECIAL TYPE OF TEXT

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**Annotatsiya.** Ushbu maqola reklamaning ta'rifi va uning kelib chiqish manbalariga bag'ishlangan. Asosiy e'tibor reklamaning hayot aylanishi, axborotni idrok etish va reklama uzatiladigan kanallariga ko'ra turli xil turlariga qaratiladi.

**Kalit so'zlar:** to'g'ridan-to'g'ri aloqa, kelib chiqishi, kommunikativ funktsiyasi, og'zaki reklama, ishontiruvchi muloqot, kommunikant.

**Аннотация.** Данная статья посвящена определению рекламы и истокам, от которых она берет свое начало. Основное внимание уделено различным видам рекламы в зависимости от их жизненного цикла, восприятия информации и каналов, по которым передается реклама.

**Ключевые слова:** *непосредственный контакт, происхождение, коммуникативная функция, устная реклама, убеждающая коммуникация, коммуникатор.*

**Abstract.** *The given article is devoted to the definition of advertising and the roots which it originates from. The main attention is paid to different types of advertising according to their life cycle, perception of information, and the channels through which the advertising is transmitted.*

**Keywords:** *direct contact, origin, communicative function, oral advertising, persuasive communication, communicant.*

At the present stage of language development, there is a crucial turn from studying language as a whole system to the study of language in its many connections and functions: language and culture, language and politics, language and ideology, language and religion, language and society, language and thinking. This is evidenced by the formation of complex disciplines (lingua-culturology, sociolinguistics, psycholinguistics, pragmatolinguistics, anthropocentric linguistics, etc.) and rapidly developing linguistics of speech. Language learning is associated with many areas of social activities of people including such a popular sphere known as advertising. From a linguistic point of view, advertising is a special sphere of practical activity, the product of which is verbal communication-advertising texts. These texts as a whole are characterized by: 1) features of content and external design, allowing them to be distinguished from other non-advertising texts; 2) own functional characteristics; 3) a special place that they occupy in texts. The relevance of this study can be determined by the need for looking at advertising as a special type of text and defining different types of advertising according to their different features.

Advertising is one of the fields of language use where it serves, first of all, as a tool of persuasive communication, the purpose of which is to induce the addressee who perceives the advertising message to modify their behavior in a certain way. One of the most important differences between advertising and other forms of persuasive communication is that it takes place to some extent in unfavorable and even, one might say, extreme conditions.

Advertising communication most often takes place in the absence of direct contact between communicants, under conditions of exposure to competing with advertising messages, other flows of information, distrust, inattentiveness, and sometimes simply negative attitude on the part of the addressee. Therefore, advertising messages represent a unique material for studying the functioning of linguistic means and methods of influence in rather difficult conditions of speech interaction. In many works devoted to the effectiveness of verbal communication and speech influence, the problem of understanding speech messages occupies an important place.

There is no doubt that understanding signs and language forms the basis of communication, but it is necessary to distinguish between simple communication and effective communication. Let us note that effective targeted verbal communication presupposes the achievement of the effect planned by the subject of speech on the addressee. This can be not only belief, but also belief and compassion. When using speech for pragmatic purpose, the subject of speech cannot help but predict the effect of the generated utterance. The problem of the impact of advertising text on the behavior of the addressee can be solved by studying the linguistic features of the advertising text. Note that in this article we define advertising as a special type of text, formed as a result of a certain social order to solve a communicative problem and, in a competitive environment, influencing any group of people in order to ensure the promotion of a product, service, idea, ideology. It seems that advertising, due to its communicative specifics, allows for a fruitful consideration of the advertising text from the point of view of the model of targeted speech influence.

Firstly, let's find out the origin of the word "advertising". To do this, let's take a short excursion into history. The term "advertising" comes from the Latin word "reklamare", which means "to shout loudly" or "to announce". Even in Ancient Greece and Rome, announcements were loudly shouted or read out in squares and other crowded places.

On the carnival square of Paris, the cries of booth barkers have always been persistently heard which, together with other genres of street advertising ("cries of Paris", the cries of sellers of miracle

cures and fair doctors) were played out and parodied, becoming an important element of folk laughter culture.

In Russia in the 10th century, merchants hired a special person (barker) who walked along the street and talked about all the charms and advantages of the product, as well as its location. Advertising texts in those distant times were invented by peddlers, traders with a tray around their necks, selling various women's small items, pies, gingerbread cookies, bagels, etc.

So, initially, merchants and artisans vied with each other to praise their goods, offer all kinds of services, shouting short, bright phrases that attracted the attention of passers-by. In modern linguistics, oral advertising is classified as journalistic non-spoken speech. From history we know that people spoke in different genres even before the advent of written speech, and advertising arose as a manifestation of oral speech. Let us note that the communicative function dominates in the conversational style, while the informative and influencing function dominates in the journalistic style. The advertising text should evoke certain emotions in the consumer, some kind of reaction, provide him with the necessary information about the object of advertising and motivate him to purchase. Therefore, the advertising text has its own characteristics. It performs two main functions: influencing and informativeness, and oral advertising text also performs a communicative function (there is direct contact between the buyer and the seller). Thus, oral advertising text combines the functions of journalistic and colloquial styles and becomes a special genre of oral colloquial speech.

All advertising is divided into three types: 1) social (supports state and public interests, aimed at charity); 2) political (pre-election period); 3) commercial (information about the product and its sale).

Depending on the life cycle of the product, three different groups of commercial advertising are used: informative advertising (introduction to the product); persuasive advertising (persuasion to purchase); Reminding advertising (aimed at assuring current customers of the correctness of their previous choice).

Advertising according to the perception of information is divided into: 1) auditory (audio); 2) pictorial (visual); 3) audiovisual 4) verbal (oral speech).

Depending on the channels through which advertising information is transmitted, some of its forms are distinguished: - advertising in the press; advertising in magazines; TV advertising; radio advertising; advertising guides; advertising brochures; newsletters; telephone advertising; advertising at points of sale; souvenir advertising: direct advertising (mail, electronic); outdoor advertising (poster, liquid crystal, transport advertising) printable advertisement: leaflets; booklets; prospectuses; catalogs; posters; signs. Internet advertising: banners; microsite; pop-up advertising; paid advertising; joint programs.

In competition in the market, market participants come up with original and unexpected versions of advertising messages: TVs showing advertisements and weather forecasts; loudspeakers; logos and posters on the playing field fence, on the ice rink, on clothing; digital screens on the streets, stadiums; reality show; online journals; interactive television; fax on demand; information on request (via telephone).

To sum up, the means and forms of transmitting advertising text are varied, hence the variety of types of advertising. Vast experience has been accumulated in local and foreign science research to the study of advertising. However not all questions created by the proposed research are equally provided with the necessary sources and literature. This requires, first of all, the entire study of advertising as an objective phenomenon of modern linguistic sphere; lack of concepts that allow for research the influence of advertising comprehensively both on the consciousness of an individual and on formation of a linguistic picture of the world as a whole. These difficulties are objective in nature and, undoubtedly, actualize the problem of research.

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