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Pragmalingvistika, funksional tarjimashunoslik va til o'rgatish jarayonlari integratsiyasi

Прагмалингвистика, функциональное переводоведение и интеграция процессов преподавания языка

Pragmalinguistics, functional translation studies and integration of language teaching processes

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Conclusion. Similes serve as powerful tools in both English and Uzbek, enriching communication by creating vivid comparisons. Their structures and meanings are deeply influenced by cultural factors, shaping the way speakers express ideas. With the integration of modern teaching technologies, mastering similes in a foreign language has become more accessible. Future research should focus on developing AI-driven tools that adapt to individual learning needs, ensuring more efficient and intuitive language acquisition. Similes play a crucial role in both English and Uzbek, adding expressiveness and cultural depth to communication. While structural and semantic differences exist, modern technological tools have made it easier to teach and learn these expressions effectively. AI, VR, gamification, and speech recognition enhance the learning experience, ensuring that students gain both theoretical knowledge and practical skills in using similes. Future research should focus on integrating more AI-driven personalization techniques to enhance the teaching of figurative language.

CULTURAL AND LINGUISTIC BORROWING IN ENGLISH AND UZBEK TOPONOMY

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Annotation. Toponyms, or place names, are significant linguistic markers that reveal the historical, cultural, and social interactions between different communities. This article explores the phenomenon of borrowed toponyms in English and Uzbek, highlighting the impact of language contact on place-naming traditions. By analyzing historical events, linguistic influences, and cultural exchanges, we aim to understand how English and Uzbek toponyms have been shaped by foreign languages.

Keywords: borrowed toponyms, place-naming traditions, cultural exchanges, linguistic influences

Annotatsiya. Toponimlar, ya'ni joy nomlari, turli jamoalar o'rtasidagi tarixiy, madaniy va ijtimoiy aloqalarni aks ettiruvchi muhim lingvistik belgilar hisoblanadi. Ushbu maqola ingliz va o'zbek tillaridagi o'zlashgan toponimlar hodisasini o'rganib, til aloqalarining joy nomlash an'analariga ta'sirini tahlil qiladi. Tarixiy voqealar, lingvistik ta'sirlar va madaniy almashinuvlarni tahlil qilish orqali ingliz va o'zbek toponimlarining qanday qilib boshqa tillar ta'sirida shakllanganini.

Kalit so'zlar: o'zlashgan toponimlar, joy nomlash an'analari, madaniy almashinuvlar, lingvistik ta'sirlar

Аннотация. Топонимы, или названия мест, являются важными лингвистическими маркерами, отражающими исторические, культурные и социальные взаимодействия между различными сообществами. В данной статье рассматривается феномен заимствованных топонимов в английском и узбекском языках, подчеркивая влияние языковых контактов на традиции наименования мест. Анализируя исторические события, лингвистические влияния и культурные обмены, мы стремимся понять, как английские и узбекские топонимы формировались под воздействием иностранных языков.

Ключевые слова: заимствованные топонимы, традиции наименования мест, культурные обмены, лингвистические влияния

Introduction. Language contact occurs when speakers of different languages interact, leading to the exchange of linguistic elements, including toponyms. Throughout history, both English and Uzbek have experienced significant external influences due to invasions, trade, migration, and cultural diffusion. English, for instance, has absorbed place names from Latin, Norse, Norman French, and Celtic sources, while Uzbek has integrated Persian, Arabic, Russian, and Turkic influences. This study examines the borrowed toponyms in both languages and their historical and linguistic significance.

Borrowed Toponyms in English

The English language has a long history of linguistic borrowing, which is reflected in its place names.[1]

1.Latin Influence

The Roman occupation of Britain (43-410 AD) introduced Latin-based place names. Many English towns ending in -chester (e.g., Manchester, Winchester) derive from the Latin word castra, meaning 'fort' or 'camp'.[2]

2. Norse Influence. During the Viking invasions (8th–11th centuries), Norse place names became widespread, especially in northern England. For example: -Thorpe (e.g., Scunthorpe) – meaning 'village' in Old Norse, -By (e.g., Grimsby) – meaning 'settlement'.[3]

3. Norman French InfluenceFollowing the Norman Conquest in 1066, many place names incorporated Norman French elements, such as: Beaumont (meaning 'beautiful hill'), Belvoir (meaning 'beautiful view')[4]

4. Celtic Influence

Some English place names have Celtic origins, surviving from pre-Roman times. For example: Avon (from the Celtic word for 'river'), Penrith (from Celtic pen meaning 'head' or 'hill')

Borrowed Toponyms in Uzbek

Uzbekistan, located at the crossroads of civilizations, has absorbed numerous toponymic influences from neighboring and invading cultures.

1. Persian Influence

Persian has been a dominant influence on Uzbek place names due to historical Persian rule and cultural ties. For example: Samarkand – derived from Persian Samar (a personal name) and kand ('town'), Bukhara – believed to originate from the Persian vihara ('monastery').[5]

2. Arabic Influence with the spread of Islam, Arabic toponyms became integrated into the Uzbek lexicon. For example: Qarshi – from Arabic qars ('fort'), Jizzakh – possibly from Arabic jizya ('tax'), referring to its historical role in trade.[6]

3. Russian Influence

During the Russian Empire and Soviet era, many place names were either changed or influenced by Russian. For example: Tashkent – while originally of Turkic origin, its modern pronunciation was influenced by Russian phonetics, Angren – named during the Soviet period, derived from Russian administrative naming conventions.

4. Turkic Influence. As an essential part of the Turkic world, Uzbek place names often retain ancient Turkic roots: Nukus – from Old Turkic nukuz ('nine tribes'), Khiva – possibly from the Turkic khyv ('well of sweet water').

Comparative Analysis. Both English and Uzbek demonstrate significant toponymic borrowing due to historical language contact. However, while English borrowed heavily from European languages due to invasions and trade, Uzbek absorbed influences from Persian, Arabic, and Russian due to its geopolitical position along the Silk Road. The linguistic evolution of place names in both languages serves as a testament to their dynamic cultural histories.

Conclusion. Borrowed toponyms provide valuable insights into the historical and linguistic development of English and Uzbek. They reveal the influence of conquerors, traders, religious movements, and settlers who shaped the linguistic landscapes of both regions. By studying these borrowed names, we gain a deeper understanding of historical interactions and cultural exchanges that have left a lasting imprint on these languages.

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СТИЛИСТИКА РЕКЛАМНЫХ СЛОГАНОВ НА РУССКОМ ЯЗЫКЕ

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Абстракт: *Рекламные слоганы – это краткие, емкие фразы, отражающие суть бренда, товара или услуги. Они играют ключевую роль в маркетинговых кампаниях, привлекая внимание потребителей, создавая эмоциональную связь с продуктом и мотивируя к покупке. Стилистика рекламных слоганов включает в себя использование различных языковых приемов: рифмы, игры слов, метафор, гипербол и других художественных средств. В русском языке развитие рекламных слоганов прошло долгий путь – от первых торговых объявлений до современных креативных фраз, которые мгновенно запоминаются.*

Ключевые слова: *рекламные слоганы, стилистические повороты, рифма, игра слов, призыв к действию, англицизмы, гиперболизация.*

Введение. Первая реклама в России появилась еще в XVIII веке, но массовое развитие получила в XIX веке. Основными рекламными каналами того времени были газеты,