

**METHODOLOGICAL CHARACTERISTICS OF ADVERTISING AND
PROMOTIONAL TEXTS**

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Abstract: This in the article Advertising the text this buy it something to something persuasion or interest intending written writing.

Keywords: Advertising, promotion, text, methodology.

Advertising in doing wide applied _ tool because _ this potential to customers known one product or the service buy get or from him to use directed text type is. In the language each one word his own lexical-grammatical features according to from each other differs . This feature the word compounds to say relatively can _ Words _ and word compounds known methods with joins _ This is grammar of abstraction is the result . Advertising in the text a lot linguistic and literary from sources , pictures or from music is used . Literary sources among us humor , metaphor , rhyme , puzzle , typical expressions , hyperbole (ie exaggeration a) and of others use our observation can _ Advertising usually readers , viewers _ and in general consumers in memory preserved to stay for repeatedly repetitive short expressions (or slogans) with together will come . Advertising the text through public so -called culture thing harvest to be can _ This kind of text using o' student-consumer usually himself recognize to get feel possible and exactly that's it identifier using acceptance of the doer movement (otherwise in other words , buy get) done is increased . Now advertising in the texts brand touching on the issue tsak _ _

Just mind _ came the first thing this brand nike . This is an advertisement billboards , televisions , radios , magazines or newspapers brands or their from advertisements running away get rid of you ca n't Brand only one place or culture with limited won't stay Brands now whole in the world grow up is going Advertising industry high to the peaks rising , of brands international advertising that feels involved _ industry for translation to do problems are also increasing . One in the language written advertising all for work ca n't For example Germany in the brand advertising Joint _ In the States using it won't be .

For example , German brand USA advertising do it because it can't him advertising to do for all Americans german language good they know need _ Translator to the picture when it falls , advertising field translator of the translation in tradition value and to themselves suitable coming one different text and content with provide need _

From the translator right _ from words used without , the original meaning of the message deliver is expected . But, advertising translation simple it wo n't happen . Advertising in the field working translators face coming some difficulties emphasizing tooth _ because it is necessary this in the field advertising a copy brand appearance Create or no to do for enough to be can _ Slogans translation to do a lot difficulties giving birth can _ Same language of the brand motto another to the language translation to do difficult _ Translation done motto Entirely different to the meaning have to be possible and each always the original meaning does not give Such in the script brand himself _ holding ca n't stand Same so the word game advertising of the translation again one is a tragedy . Again and again repetitive the words and word compounds another to the language translation to do almost impossible . Sometimes mother in the language speaker _ word compound understand can't can _

Translation done advertising a copy never whose feelings __ do not offend and the original about sure message to give need __ Advertising a copy or the text purposeful the audience by good understood and mutually __ depends to be need _ If one in culture something thing funny if so , him in another bad to see can _ Of this consequences brand or the product ban , sometimes while purposeful to the consumer suitable coming advertising company change _ to be can _

Translation when it comes to advertising sweet tooth and non-verbal components between near relationship careless leaving it won't be . The mouth is sweet to the elements commodity sign , payment , motto , body copy and others includes , nonverbal while audio or visual parts own into takes _ They are the message deliver for together works and when combined advertising behind creative the concept organize does _

This two important of the component bright example below shown _ to smoke against campaign in the advertisement to see it is possible on the ground visual reference - cigarette in the background of the weapon to the shadow circulation - the famous " Smoking kills " slogan strengthens _

Most of the time , it is of elements mutually effect to do method above from example according to more subtle to be maybe , but this each always of the campaign success for solution doer important have _ As a result , both the image and the strapline are strong potential Entirely will disappear . Briefly by doing in other words , advertising behind creative idea _ successful translation will not be done . Advertisements translation to do mainly to words not but _ to the message attention focus means _ Advertising translation in doing a word is a word approach big error to be can _

All in the markets one different messages to deliver very important _ If to words very a lot importance given , novelty , effect and later on common the effect the loss of can _ Go _ impressive has been titles different different elements only not limited metaphors it's not phrases , jokes and of sounds I also embody the melody is enough Most of the time , it is another to the language easily translation not done and As a result student immediately translation recognize as _ is something .

Today's in the day market in the economy the product sell and service to show

relationships to success reach for new modern approaches and different character of methods use is required . In this place the goods or service to show to the buyer promote to do for advertising important place occupies _

Also advertising _ social of life indispensable to the part turned . Around us as we look everyone from the place each different kind of advertisements our personal to our lives attack that he is doing our vision can _ Nevertheless , in advertising attractive strength there is he is a consumer manipulation to do is capable .

Advertising invisible _ voice of people to his mind effect making them _ encourages the product consumption to do or buy away urges , ad does and deep absorbs. Last ten in annuals in the market of advertising abundance reason in linguists of advertising linguistic aspect aspiration and of interest to increase reason it has been . Advertising to science turned . Linguists advertising to himself special to be and consumers the need maximum level increase for of the tongue principles to determine , language elements between of relationships new types to create and technique trying to improve they are coming

In this place we have question birth appropriate ie advertising to the language who are interest and what on purpose their uses can _ Advertising texts linguistic , sociologist , sociolinguistic , psychological , ethnological and marketing perspective from their eyes analysis to do for important important have _ Linguists advertising language because it is interesting they are this kind of in speech certain language how that works _ on the ground which linguistic from tools be used and advertising language years during how changed _ that he is going to know main important have _ Sociologists advertising society values , relationships and behavior how effect to do interest can _ Other on the other hand , sociolinguists time tooth _ with of the tongue in advertising to be used of society each how aspect effect to learn can _ Psychologists of advertising a person to his mind effect and material and social needs satisfy motivation trying to learn _ can _ Ethnology this in the field the nation culture how development about good evidence to find can _ Marketing professionals and advertising agencies while advertising more efficient of doing different character methods and tricks to find for advertising to the language are interested . Advertising modern market in the economy consumer of society indispensable part in it _ competitiveness process of advertising to himself special from the features is one The term " Advertisement ". from the Latin " reclare " dictionary received and the meaning of " scream " . means _ in England advertising to himself attraction to do in the senses is used . Uzbek language explanatory in the dictionary advertising as follows is interpreted as “ Certain commodity or service types about buyers informed do to them relative demand, need surface to bring or strengthen that's the purpose commodity and services about given information " Ingiz linguist Cook's stated " Advertisement This is what we distinguish or combined analysis who does external interest it's not maybe it's living of our style inseparable part is considered as well advertising development for consumer as people are also important important has ...". Advertising in newspapers , magazines , streets across advertising on shelves , on television , on the radio , in public in transport and sponsors money pay own news advertising who does each how in the place we meet can _ Advertisements to us desired or unwanted without own _ effect shows . Advertising usually sure one sponsor by done increased to the consumer the product buy to receive , service to show or one the idea before to push dedicated will be To advertising differently definitions we give can _ English linguist Gillian

So advertising or advertising of the text main purpose to the buyer known one product or service to show promote make , the buyer attention attraction to do and him buy to get from encouragement consists of Above all to advertising given definitions one to one near concepts means , Advertising is _ market in the economy product , production release or idea _ about information give to the consumer the product advantage sides that there is persuasion and purchase do it encourage for promote to do tool done increases .

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