

SOCIALLY DELIMITED WORDS IN ADVERTISING

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Abstract: This article deals with the idea of territorial and social delimited words. The language of advertising is close to ordinary colloquial. They are able to show their meaning in beautiful words. In advertisements, socially delimited words are active.

Key words: territorial delimited, socially limited, argon, slang, dialect, advertising text, oral speech, dictionary content, lexical - semantic.

INTRODUCTION

At the present stage of the development of World linguistics, the need for such areas of substantiation of the text from an anthropocentric point of view as Sociolinguistics, Psycholinguistics, Linguoculturology, Pragmalinguistics, Cognitive linguistics is further expanding. Especially the development of the field of sociolinguistics is becoming one of the important principles that determine the development of society. The end of censorship (Latin Censura - serious discussion, cruel criticism) and the complete democratization of all spheres of life have led to the emergence of abbreviated phrases in the literary language, such as youth and professional slang. The limits between oral and written speech began to disappear. As a result, the so-called flawless literary writing lost its status. Oral speech has become a focus of attention and has been actively used by people from all fields of life. We can also find from scientific observations of linguists, from many dictionaries, and from sociological studies carried out in recent years that slang has penetrated the speech of almost all segments of the population. Speakers often confuse slang words so that they are perceived as a natural opportunity to engage their audience and find common ground with others.

Slang (fr. Jargon is a word belonging to a certain group). Words and phrases characteristic of a social or professional group, which are understood only by themselves and differ from the literary language, are defined in the Uzbek dictionary..[1]

Today, these mixed words remain the real reason for the stylistic and linguistic diversity of media and advertising texts in general. Moreover, in the current sociocultural situation, slangs enter many areas - in films and literature, in the media and in advertising texts, as well as a means of expression and color that are an integral part of everyday linguistic communication. "In particular, slangs are often used in the words of musical groups. They add emotional color to the lyrics and emphasize the closeness and comprehensibility of these songs for young people." [2] The influence of slang on speech, as well as the importance of certain socio-cultural realities, determined by certain words and phrases, leads to its acceptance and normalization by society. This part, which is characteristic of all abbreviated phrases, is also called interslang (general jargon) - words and phrases that do not conform to the norms of the language, but are frequently used in the language, and in some cases so completes the zlash speech.

MAIN PART. Jargon is distinguished by a special lexicon and phraseology in the vernacular, as well as a unique use of constructive tools:

Otarchis (musicians of call) slang: yakan – money, hasut - bread; Xurmo- Bukhara gold coin;

Students slang: yopmoq - end session, vozdux-scholarship, yaxlamoq - return from exam, stukach – talltale;

Youth slang: g'isht - ugly, risovka - flaunt, uxlatibketmoq – to deceive, yedi - defeated, tepdi - understand. The creation of a natural cultural (civilizational) environment for a person, assimilated by the social meaning of slang, has formed a system of status, orientation and requirements determined by a set of common concepts and symbols for speech.[3].

The slangs content is enriched with borrowings from other languages. Jargon-specific lexemes are often changed by new ones. For example, song ads use combinations such as the "latest hits", "a collection of hit

songs”, but many do not understand the meaning of the word “hit”, only those who are interested in this area understand it better.

Because, there is given different meaning in the dictionaries of slangs. For example, in English it means “luck” and “beat” [4]. The hit is a popular song. It is also called other works and products that are very popular. In Uzbek, the same word can be use to a film, play or event that is very popular. The interpretation of the term "jargon" is still under discussion So there is an idea that youth jargon can be called “jarang” (English slang) or argo (French Argot) [5]

In student conversation, academic leave is called "academic". Jargon differs from the national language only in vocabulary There is no special slang, phonetics or grammar. Slang speech is often considered a sign of uncultural. But jargon is becoming a favorite game for many people because they believe that jargon allows them to create complex interactions of the same multifaceted meanings. The use of these meanings is especially important in texts that “combine different and layered concepts such as newspaper articles, radio broadcasts, television news, online advertisements, and other types of media in the media”[6]. It should be noted that the use of slang is most widespread in areas such as journalism and advertising. Advertising texts are often written in the same way as oral speech. The number of deviations from the language norm is not limited, since any language rule can be broken in one way or another, but not everyone is satisfied with linguistic news in the field of advertising. However, in advertising texts, their goal is to sell goods, new words and non-standard use of already known words are of great importance. For example, from the advertisement of the show “My Shop” - in the combination of the aristocracy of the product is a noble (Persian-children of a good family. In ancient times, a person belonging to the aristocracy, a privileged class; a nobleman). [7]

There was no such phrase before. This word is used to people. The semantic meaning of this ad was to give the product good content, become jargon among the business community and the general public, and remember the show “My Store” when you see this combination.

The main elements of the advertising vocabulary are words for economic and commercial concepts. They usually consist of words, phrases, and units that are used to describe the content or meaning of a product. The "Annotated Dictionary of the Uzbek Language" and the electronic dictionary of Wikipedia were used as the basis for the lexical-semantic analysis of these lexical units. Because these sources, which are popular among our people, well-known, including lexemes with certain shifts in meaning, are the most reliable sources for making observations on the lexicon of advertising texts.

People of different professions and ages watch ads. However, one of the categories most vulnerable to exposure to advertising is, as mentioned above, young people in the process of active socialization. Therefore, the number of advertising products targeted at young consumers is growing. Consequently, promoting such products requires linguistic tools, which are one of the unique means of influence. Accordingly, advertisers encourage young people to use non-literary language units, that is, slang and similar elements, or to create new words and constructions similar to them, in order to overcome the psychological barrier between advertising and audience. Try to apply.

Language as a social phenomenon manifests itself in the process of continuous development and various transformations. The rapid development of the economy, science, media, high technologies will affect the expansion of existing nominations and the emergence of a new nomenclature. However, the development of the nominal function of the language is reflected in the expansion and updating of the scope of concept names, as well as in changes in the nomenclature methods.

METHODS AND RESULTS. Most of the new units are generated using word formation tools. An advertisement for Snickers chocolate is showing. The hero runs away from some creatures and eats chocolate. A voice behind the shot says, “Are you broken? Don't stop the Snickers! “To understand what this advertisement means, we need to remember the Russian text of the advertisement. There “Broke? What brakes! Snickers!” called. First of all, "Broke?" slang word in the language of Russian teenagers. "Are you tired or exhausted?" "No brakes!" (jargon) - stop, "Snickers!" (also slang) - means "annoying Snickers".

The use of verbal and resonant words in advertising communication and the media is very common, their inclusion in the media text characterizes the personality of the author, consumer values of the audience and the general cultural level, actively forms the attitude towards the described event, incident, reality. Metaphorical slang wants to hide everything and say everything at once. Over time, this or that jargon can become the norm. For example, the word "VIP" goes back to the first steps of the mobile system, the first "sotka" (mobile phone) in Uzbekistan. And in our ad it was a combination of the words "VIP tariff". There is a category in which the "VIP" tariff is used, which is the most expensive and includes all the services of a telecommunications company, that is, it removes restrictions on calls. But over time, its meaning shifted to other processes, and now for us "VIP" - abundance, comfort, careless use, peace of mind and, in general, "everything is paid" began to convey the concept. Wedding hall "VIP", car "VIP", kitchen "VIP", stadium "VIP". In fact, the English word "very important person" or "VIP" means "very important person", "leader", "high-ranking person", "rich businessman" and is used to refer to people who enjoy certain privileges. Russians also use this word in their own way - "Vesma eminent person" (VIP). In short, a word (more precisely, an abbreviation) does not mean a specific type of service, situation or

special attention, as many think, but a person who deserves it. But this word can be used in different senses, as we see in the jargon.

Havas has started selling Samsung Galaxy smartphones and is offering coupons to those who buy them! Voucher - a document confirming a written certificate, guarantee, guarantee and recommendation, payment for goods or services, issuing a loan, receiving money, etc. When this word first entered our language, it was used in slang in the above sense, and today it the audience and importance have expanded, including the introduction of a voucher education system [9]. In fact, its function: 1) privatization check, pledge. It gives the right to participate in privatization by exchanging shares of state-owned enterprises. The voucher has a par value based on the share of the privatized property and a profit margin based on the dividend distributed per share. Conversion of vouchers into shares of enterprises, distribution of dividends, transactions with shares are carried out through Voucher (investment) funds. The coupon can be bought, transferred, or sold to any investment fund. It was a word that belonged to a certain class, but over time it became popular in our language.

One of the main points of the analysis is the lexical layers of advertising texts. They are lexical units consisting of their own and mastered layers.

The study of the lexical and semantic aspects of these elements, characteristic of advertising texts, allows us to draw certain conclusions about their popularity in the Uzbek language, the development of meaning and the degree of their functional and stylistic capabilities. For example, logical consistency, clarity and, in general, unambiguity, objectivity and truthfulness, the presence of separate terminology and extralinguistic factors in the implementation of the idea, the brevity and almost invisibility of the author's individuality, the underutilization of linguistic and subjective forms of assessment, monologue and emotional characteristics. speech. The fact that the expression is dominated by other types of sentences and does not have vivid phonetically distinctive features, the use of adverbs and the use of the usual order of construction of sentences does not help the product and does not increase its purchasing power., that is, it is no different from the simple ad text. Striving for clarity, regardless of whether the expression is in writing or orally, expressing the idea in a simple, clear and understandable language, the use of emotionally expressive words is not the norm in advertising texts, however, Article 6 of the Law "On Advertising" of the Republic of Uzbekistan states that "The main requirements for advertising are legality, accuracy, reliability, harm to the user of advertising, as well as the use of forms and means that do not cause moral harm" [10].

From the point of view of semantics, it should be noted that the jargons used have not only denotative, but also connotative meaning. Given the specificity and focus of advertising, in most cases, slangs in Uzbek advertising texts is used figuratively. Analysis of the direct and figurative use of slangs shows that most of their use is based on the figurative meaning of tokens and, to a lesser extent, on the direct meaning of these linguistic units.

Slang (or social dialect) is "a type of national language used in oral communication of a relatively stable social group that unites people in accordance with their profession, social status, interests and age" [10]. The linguistic essence of slang also includes metaphorizing the meaning of words, playing on words or playing on words, creating expressive, emotionally colorful means of linguistic expression.

Advertising jargon is a complex linguistic phenomenon that includes various layers of vocabulary, language groups, interactions, phonetics, morphology and semantic word formation, as well as professional and general vocabulary, as well as Russian, English and Russian. Allows you to track the process of using realities... It should be noted that advertising is an element of the subculture of various social groups.

V.S.Elistratov, D.S.Likhachev about special groups of slang and slang; about professional or professional jargon V.D.Bondaletov, V.A.Khomyakov, P.V.Likholitov; youth jargon N.A. Kudinova, A.A. Arustamova, G.A.Grachev, E.A.Zemskaya, I.R. Galperin, V.G. Kostomarov, L.I. Skvorsov, E.E. Matyushenko, E.M.Kuznetsov. Beregovskaya; jargons in modern media Yu.N.Karaulov, I.V. Annenkov, K.S. Gorbachevich, G.Ya.Solganik, E.I. There are scientific works by scientists like Beglova. The importance and necessity of studying youth jargon depends on its socio-cultural context, the "linguistic taste (didi) of the period" and at the same time the short life of many of its words, its tendency to be frequently updated and sometimes its content. According to V.G.Kostomarov [11]. Insufficient study of youth vocabulary affects the assessment of the prospects for the further development of the language, since youth jargon is an "interesting linguistic phenomenon" [12] as a unique example of interaction and interaction of various phrases. Literary language is a collection of new means of expression. Thus, it is observed that some functional forms of language use become secondary in relation to the ratio of the primary and primary forms - speech. The study of colloquial speech is important because "oral speech is only a criterion for assessing real language and other forms of speech" [12]. And these rules can serve as a methodological basis for scientific research.

CONCLUSION. In conclusion, having considered several examples of the widespread use of slang and slang in the advertising process, we can conclude that the use of these language tools should fully comply with the basic requirements of advertising. However, their use in advertising texts affects the language processes, which contributes to the spread of concepts, bringing them closer to the normative language. The elimination of slang and jargon in advertising loses the ability to distinguish one or another group, the effect of alienation disappears. Because for them, slang ad copy is a means of switching to a coded language. It should also be noted that the media themselves are the legislator of the literary language, therefore, slangs and slang in

advertising are perceived as neologisms in their language and are absorbed by the spoken language, which further leads to their spread in various circles.

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