

A LINGUISTIC ANALYSIS OF ECONOMIC ADVERTISEMENTS IN ENGLISH

Buriyeva Nilufar Bakhtiyar kizi

Teacher of Academic Lyceum of Tashkent Financial Institute

Abstract: This article talks about the role of stylistic tools, their types, and their use in ensuring the soundness and effectiveness of advertising slogans, which have become an integral part of our lives today. The use of alliteration, assonance, antithesis, repetitions, puns, hyperbole and litotes in the creation of English advertising slogans was analyzed, and the cases of their preservation in the process of translation into Uzbek language were studied.

Keywords: Advertising language, advertising slogan, translation, stylistic devices, antithesis, assonance, hyperbola, litota, word game, alliteration, repetitions.

INTRODUCTION: Advertising is a process that is faced by everyone everywhere, every day. And any advertisement serves to express information. Therefore, the primary and main element of any advertisement is language. That is why, in recent years, mainly linguists have been dealing with advertising texts. The language used in advertising is different from the language used in everyday situations. "Although the advertising language makes extensive use of poetic or literary means, it cannot be called poetry. Advertising language is a well-defined language that includes elements of other language areas.

DISCUSSION: Stylistic colorful words or stylistic figures have a great role in increasing the effect and tone of advertising slogans. Stylistic devices are used to make the speech melodious, impressive and attractive. Basically, it makes it easier for the listener to understand. In this respect, they are called speech music. Russian linguist I. R. Galperin [3, 110] divides stylistic tools into the following groups: 1) Phonetic stylistic tools 2) Lexical stylistic tools 3) Syntactic stylistic tools These tools include alliteration, anaphora, epiphora, repetitions, antithesis, puns, hyperbole, many concepts can be included such as litota, apostrophe, onomatopoeia, periphrasis, epithet. Below we will talk about the use of these stylistic tools in the creation of English advertising slogans and their preservation in translation. Alliteration. It is derived from the Latin word "litera", and the repeated use of the same consonant sounds at the beginning of a word is alliteration [7, 40]. According to the linguist A. Hajiyev, alliteration is the repeated use of the same consonant sounds at the beginning of verses and words. [4, 12] The repetition of sounds in an advertising slogan, even in a brand name, gives it a special musicality and tone. Word game. Word games have a great role in increasing the effectiveness of advertising slogans. In this case, consumers' attention is attracted by making extensive use of the polysemous properties of words.

For example, in the phrase "Imagine yourself in a Mercury now" - "Imagine yourself in a Mercury", the word "Mercury" serves to express two different meanings. One refers to the name of this brand, while the other refers to the name of the planet Mercury. Maybe she's born with it, and maybe it's Maybelline - Maybe it's natural, maybe it's Maybelline is the slogan of the cosmetics brand Maybelline, which is a pun based on the rhyming of the words maybe and Maybelline, but this is not preserved when translated into Uzbek. Another one of the advertising slogans of this company is "The make up of make up artists" - a word game using the word "make up" in the combination of makeup artists. Make up grim, in addition to the meanings of make-up, expresses the meanings of

organization and composition. One of the slogans of Mars chocolate, "A Mars a day helps you work, rest and play", at first glance reminds of the English proverb "An apple a day keeps you doctor away" in terms of tone and structure. In this place, paramiya was used effectively in creating an advertising slogan. But translating such puns is a rather complicated process, as they are part of the lexicon of the language. In this case, the most correct way is to translate the message close to the original, otherwise the word games in the advertising slogan will lose their importance and will not fulfill the task of attracting the public. Hyperbole and litota. Hyperbola (exaggeration) is derived from the Greek word, which means to exaggerate. Litota, on the other hand, means to make smaller [6, 244]. In many cases, advertising slogans use hyperbole to overestimate their products and services. Redbull gives you wings Redbull gives you wings The slogan of this Redbull drink exaggerates that the person who drinks it will get wings. Or Bounty's slogan A taste of paradise is used to describe the sweet taste of the product, exaggerating it and comparing it to the taste of Paradise. Reebok, a sportswear manufacturer, used hyperbole in the phrase Run on air to say that the quality of the product is high.

CONCLUSION:As a result of the above analysis, it can be said that all stylistic figures play an important role in the successful and resounding success of advertising slogans, in the quick recall of the product message in the minds of consumers, and they have a unique creative approach in the process of translation. requires.

REFERENCES:

1. Chambers 21st century dictionary. Indexed edition. Published by Chambers, London, 1996.
2. Dan, L. Techniques for the Translation of Advertising Slogans. Discourse as a form of multiculturalism in literature and communication, Arhipelag XII Press, 2015.
3. Galperin I.R. "Stylistics". –M., Nauka, 1981.
4. Hojiyev A. Tilshunoslik terminlarining izohli lug'ati. T: "O'zbekiston milliy ensiklopediyasi" Davlat ilmiy nashriyoti, 2002.
5. Schmidt, Petra Monika. Translation problems in Advertising. A study of selected South African and German advertising slogans. Johannesburg. 1982.
6. Shomaqsudov A., Rasulov I., Qo'ng'urov R., Rustamov H. "O'zbek tili stilistikasi". T.: "O'qituvchi" nashriyoti, 1983. –248 b.