

SCIENCE
PROBLEMS.UZ

ISSN 2181-1342

Actual problems of social and humanitarian sciences
Актуальные проблемы социальных и гуманитарных наук

Ijtimoiy-gumanitar fanlarning dolzarb muammolari

Son 9 Jild 4

2024

SCIENCEPROBLEMS.UZ

**ИЖТИМОЙ-ГУМАНИТАР ФАНЛАРНИНГ
ДОЛЗАРБ МУАММОЛАРИ**

№ 9 (4) - 2024

**АКТУАЛЬНЫЕ ПРОБЛЕМЫ СОЦИАЛЬНО-
ГУМАНИТАРНЫХ НАУК**

ACTUAL PROBLEMS OF HUMANITIES AND SOCIAL SCIENCES

ТОШКЕНТ-2024

БОШ МУҲАРРИР:

Исанова Феруза Тулқиновна

ТАҲРИР ҲАЙЪАТИ:

07.00.00-ТАРИХ ФАНЛАРИ:

Юлдашев Анвар Эргашевич – тарих фанлари доктори, сиёсий фанлар номзоди, профессор, Ўзбекистон Республикаси Президенти ҳузуридаги Давлат бошқаруви академияси;

Мавланов Уктам Махмасабирович – тарих фанлари доктори, профессор, Ўзбекистон Республикаси Президенти ҳузуридаги Давлат бошқаруви академияси;

Хазраткулов Абдор – тарих фанлари доктори, доцент, Ўзбекистон давлат жаҳон тиллари университети.

Турсунов Равшан Нормуратович – тарих фанлари доктори, Ўзбекистон Миллий Университети;

Холикулов Ахмаджон Боймаҳамматович – тарих фанлари доктори, Ўзбекистон Миллий Университети;

Габриэльян Софья Ивановна – тарих фанлари доктори, доцент, Ўзбекистон Миллий Университети.

Саидов Сарвар Атабулло ўғли – катта илмий ходим, Имом Термизий халқаро илмий-тадқиқот маркази, илмий тадқиқотлар бўлими.

08.00.00-ИҚТИСОДИЁТ ФАНЛАРИ:

Карлибаева Рая Хожабаевна – иқтисодиёт фанлари доктори, профессор, Тошкент давлат иқтисодиёт университети;

Насирходжаева Дилафруз Сабитхановна – иқтисодиёт фанлари доктори, профессор, Тошкент давлат иқтисодиёт университети;

Остонокулов Азамат Абдукаримович – иқтисодиёт фанлари доктори, профессор, Тошкент молия институти;

Арабов Нурали Уралович – иқтисодиёт фанлари доктори, профессор, Самарқанд давлат университети;

Худойқулов Садирдин Каримович – иқтисодиёт фанлари доктори, доцент, Тошкент давлат иқтисодиёт университети;

Азизов Шерзод Ўктамович – иқтисодиёт фанлари доктори, доцент, Ўзбекистон Республикаси Божхона институти;

Хожаев Азизхон Саидалоҳонович – иқтисодиёт фанлари доктори, доцент, Фарғона политехника институти

Холов Актам Хатамович – иқтисодиёт фанлари бўйича фалсафа доктори (PhD), доцент, Ўзбекистон Республикаси Президенти ҳузуридаги Давлат бошқаруви академияси;

Шадиева Дилдора Хамидовна – иқтисодиёт фанлари бўйича фалсафа доктори (PhD), доцент в.б, Тошкент молия институти;

Шакарров Қулмат Аширович – иқтисодиёт фанлари номзоди, доцент, Тошкент ахборот технологиялари университети

09.00.00-ФАЛСАФА ФАНЛАРИ:

Ҳакимов Назар Ҳакимович – фалсафа фанлари доктори, профессор, Тошкент давлат иқтисодиёт университети;

Яхшиликков Жўрабой – фалсафа фанлари доктори, профессор, Самарқанд давлат университети;

Ғайбуллаев Отабек Мухаммадиевич – фалсафа фанлари доктори, профессор, Самарқанд давлат чет тиллар институти;

Саидова Камола Усканбаевна – фалсафа фанлари доктори, “Tashkent International University of Education” халқаро университети;

Ҳошимхонов Мўмин – фалсафа фанлари доктори, доцент, Жиззах педагогика институти;

Ўроқова Ойсулов Жамолиддиновна – фалсафа фанлари доктори, доцент, Андижон давлат тиббиёт институти, Ижтимоий-гуманитар фанлар кафедраси мудири;

Носирходжаева Гулнора Абдукаххаровна – фалсафа фанлари номзоди, доцент, Тошкент давлат юридик университети;

Турдиев Бехруз Собирович – фалсафа фанлари бўйича фалсафа доктори (PhD), доцент, Бухоро давлат университети.

10.00.00-ФИЛОЛОГИЯ ФАНЛАРИ:

Ахмедов Ойбек Сапорбаевич – филология фанлари доктори, профессор, Ўзбекистон давлат жаҳон тиллари университети;

Кўчимов Шухрат Норқизилевич – филология фанлари доктори, доцент, Тошкент давлат юридик университети;

Ҳасанов Шавкат Аҳадович – филология фанлари доктори, профессор, Самарқанд давлат университети;

Бахронова Дилрабо Келдиёровна – филология фанлари доктори, профессор, Ўзбекистон давлат жаҳон тиллари университети;

Мирсанов Ғайбулло Қулмуродович – филология фанлари доктори, профессор, Самарқанд давлат чет тиллар институти;

Салахутдинова Мушарраф Исамутдиновна – филология фанлари номзоди, доцент, Самарқанд давлат университети;

Кучкаров Раҳман Урманович – филология фанлари номзоди, доцент в/б, Тошкент давлат юридик университети;

Юнусов Мансур Абдуллаевич – филология фанлари номзоди, Ўзбекистон Республикаси Президенти ҳузуридаги Давлат бошқаруви академияси;

Саидов Улугбек Арипович – филология фанлари номзоди, доцент, Ўзбекистон Республикаси Президенти ҳузуридаги Давлат бошқаруви академияси.

12.00.00-ЮРИДИК ФАНЛАР:

Аҳмедшаева Мавлюда Ахатовна – юридик фанлар доктори, профессор, Тошкент давлат юридик университети;

Мухитдинова Фирюза Абдурашидовна – юридик фанлар доктори, профессор, Тошкент давлат юридик университети;

Эсанова Замира Нормуротовна – юридик фанлар доктори, профессор, Ўзбекистон Республикасида хизмат кўрсатган юрист, Тошкент давлат юридик университети;

Ҳамроқулов Баҳодир Мамашарифович – юридик фанлар доктори, профессор в.б., Жаҳон иқтисодиёти ва дипломатия университети;

Зулфиқоров Шерзод Хуррамович – юридик фанлар доктори, профессор, Ўзбекистон Республикаси Жамоат ҳавфсизлиги университети;

Хайитов Хушвақт Сапарбаевич – юридик фанлар доктори, профессор, Ўзбекистон Республикаси Президенти ҳузуридаги Давлат бошқаруви академияси;

Асадов Шавкат Ғайбуллаевич – юридик фанлар доктори, доцент, Ўзбекистон Республикаси Президенти ҳузуридаги Давлат бошқаруви академияси;

Эргашев Икром Абдурасулович – юридик фанлари доктори, профессор, Тошкент давлат юридик университети;

Утемуратов Махмут Ажимуратович – юридик фанлар номзоди, профессор, Тошкент давлат юридик университети;

Сайдуллаев Шахзод Алиханович – юридик фанлар номзоди, профессор, Тошкент давлат юридик университети;

Ҳакимов Комил Бахтиярович – юридик фанлар доктори, доцент, Тошкент давлат юридик университети;

Юсупов Сардорбек Баходирович – юридик фанлар доктори, доцент, Тошкент давлат юридик университети;

Амиров Зафар Актамович – юридик фанлар бўйича фалсафа доктори (PhD), Ўзбекистон Республикаси Судьялар олий кенгаши ҳузуридаги Судьялар олий мактаби;

Жўраев Шерзод Юлдашевич – юридик фанлар номзоди, доцент, Тошкент давлат юридик университети;

Бабаджанов Атабек Давронбекович – юридик фанлар номзоди, доцент, Тошкент давлат юридик университети;

Раҳматов Элёр Жумабоевич – юридик фанлар номзоди, Тошкент давлат юридик университети;

13.00.00-ПЕДАГОГИКА ФАНЛАРИ:

Ҳашимова Дильдархон Уринбоевна – педагогика фанлари доктори, профессор, Тошкент давлат юридик университети;

Ибрагимова Гулнора Хавазматовна – педагогика фанлари доктори, профессор, Тошкент давлат иқтисодиёт университети;

Закирова Феруза Махмудовна – педагогика фанлари доктори, Тошкент ахборот технологиялари университети ҳузуридаги педагогик кадрларни қайта тайёрлаш ва уларнинг малакасини ошириш тармоқ маркази;

Каюмова Насиба Ашуровна – педагогика фанлари доктори, профессор, Қарши давлат университети;

Тайланова Шохид Зайниевна – педагогика фанлари доктори, доцент;

Жуманиёзова Муҳайё Тожиевна – педагогика фанлари доктори, доцент, Ўзбекистон давлат жаҳон тиллари университети;

Ибрахимов Санжар Урунбаевич – педагогика фанлари доктори, Иқтисодиёт ва педагогика университети;

Жавлиева Шахноза Баходировна – педагогика фанлари бўйича фалсафа доктори (PhD), Самарқанд давлат университети;

Бобомуротова Латофат Элмуродовна – педагогика фанлари бўйича фалсафа доктори (PhD), Самарқанд давлат университети.

19.00.00-ПСИХОЛОГИЯ ФАНЛАРИ:

Каримова Василя Маманосировна – психология фанлари доктори, профессор, Низомий номидаги Тошкент давлат педагогика университети;

Ҳайитов Ойбек Эшбоевич – Жисмоний тарбия ва спорт бўйича мутахассисларни қайта тайёрлаш ва малакасини ошириш институти, психология фанлари доктори, профессор

Умарова Навбахор Шокировна – психология фанлари доктори, доцент, Низомий номидаги Тошкент давлат педагогика университети, Амалий психологияси кафедраси мудири;

Атабаева Наргис Батировна – психология фанлари доктори, доцент, Низомий номидаги Тошкент давлат педагогика университети;

Шамшетова Анжим Караматдиновна – психология фанлари доктори, доцент, Ўзбекистон давлат жаҳон тиллари университети;

Қодиров Обид Сафарович – психология фанлари доктори (PhD), Самарканд вилоят ИИБ Тиббиёт бўлими психологик хизмат бошлиғи.

22.00.00-СОЦИОЛОГИЯ ФАНЛАРИ:

Латипова Нодира Мухтаржановна – социология фанлари доктори, профессор, Ўзбекистон миллий университети кафедра мудири;

Сеитов Азамат Пўлатович – социология фанлари доктори, профессор, Ўзбекистон миллий университети;

Содиқова Шоҳида Мархабобовна – социология фанлари доктори, профессор, Ўзбекистон халқаро ислом академияси.

23.00.00-СИЁСИЙ ФАНЛАР

Назаров Насриддин Атакулович – сиёсий фанлар доктори, фалсафа фанлари доктори, профессор, Тошкент архитектура қурилиш институти;

Бўтаев Усмонжон Хайруллаевич – сиёсий фанлар доктори, доцент, Ўзбекистон миллий университети кафедра мудири.

ОАК Рўйхати

Мазкур журнал Вазирлар Маҳкамаси ҳузуридаги Олий аттестация комиссияси Раёсатининг 2022 йил 30 ноябрдаги 327/5-сон қарори билан тарих, иқтисодиёт, фалсафа, филология, юридик ва педагогика фанлари бўйича илмий даражалар бўйича диссертациялар асосий натижаларини чоп этиш тавсия этилган илмий нашрлар рўйхатига киритилган.

Ижтимоий-гуманитар фанларнинг долзарб муаммолари” электрон журнали 2020 йил 6 август куни 1368-сонли гувоҳнома билан давлат рўйхатига олинган.

Муассис: “SCIENCEPROBLEMS TEAM” масъулияти чекланган жамияти

Таҳририят манзили:

100070. Тошкент шаҳри, Яккасарой тумани, Кичик Бешёғоч кўчаси, 70/10-уй. Электрон манзил:

scienceproblems.uz@gmail.com

Боғланиш учун телефонлар:

(99) 602-09-84 (telegram).

MUNDARIJA

07.00.00 – TARIX FANLARI

<i>Xaynazarov Baxromjon Baxtiyorovich</i> RIVOJLANGAN O'RTA ASRLARDA PIRENEY YARIM OROLIDAGI KORTESLARNING JAMIYAT HAYOTIDAGI O'RNI	10-14
<i>Azizbek Xolliyev</i> XIX ASR OXIRI – XX ASR BOSHLARIDA ROSSIYA TOG'-KON SANOATIDA BRITANIYA SARMOYASINING TUTGAN O'RNI	15-20
<i>Mahkamov Abdiqayum Mahkamovich</i> SUDYALAR OLIY KENGASHINING SUDYALAR KORPUSINI SHAKLLANTIRISHDA TUTGAN O'RNI (TARIXIY TAHLIL)	21-25
<i>Eshimov Shaxridin Xujayorovich</i> SUD – HUQUQ TIZIMIDAGI TARG'IBOTCHILIK FAOLIYATI VA MA'NAVIY – MA'RIFIY ISHLAR (QASHQADARYO VILOYATI MISOLIDA)	26-31
<i>Намазова Умида Нормурадовна</i> ИЛК ЎРТА АСРЛАР СУҒДДА НИКОҲ: ШАКЛЛАНИШИ, ТАРИХИЙ ИЛДИЗЛАРИ ВА ХУСУСИЯТЛАРИ	32-41
<i>Самадов Искандар Исмамович</i> ХОРАЗМ ХАЛҚ СОВЕТ РЕСПУБЛИКАСИ (ХХСР)ДА ЕР-СУВ МАСАЛАСИ	42-48
<i>Rustamova Madina Musoqulovna</i> SAMARQAND VILOYATI XOTIN-QIZLARNING ILM-FAN, TA'LIM VA INNOVATSIYALARGA QO'SHGAN HISSASI	49-56
<i>Jiyanbekova Sharofat Abdikaharovna</i> SOVET DAVRIDA KITOB TAQIQLARIGA NISBATAN O'ZIGA XOS SENZURA AMALIYOTLARI...	57-64
<i>Tursunov Javlonbek Akrom o'g'li</i> MUQADDAS QADAMJOLAR. SAMARQAND SHAHRINING TARIXIY TOPONOMIYASINING MUHIM TARKIBIY QISMI	65-68

08.00.00 – IQTISODIYOT FANLARI

<i>Tolipova Baxtigul</i> MAMLAKAT OZIQ-OVQAT SANOATIGA YO'NALTIRILGAN INVESTISIYALARNING EKONOMETRIK TAHLILI	69-77
<i>Mamanazarov Abdusamat Abdusaitovich</i> O'ZBEKISTON RESPUBLIKASIDA PUL-KREDIT SIYOSATI KO'RSATKICHLARI TAHLILI	78-83
<i>Амбарцумян Анастас Алексеевич, Хасанова Руфина Раисовна</i> ЭКОНОМИЧЕСКИЕ ОСНОВЫ ОБЕСПЕЧЕНИЯ ГЕНДЕРНОГО РАВЕНСТВА В УЗБЕКИСТАНЕ	84-96
<i>Meliyeva Nargiza Eshboyevna</i> INSON RESURLARINI BOSHQARISHDA RIVOJLANGAN DAVLATLARING TAJRIBASI	97-104

<i>Исраилов Рустам Ибрагимович</i> КИЧИК БИЗНЕС ВА ХУСУСИЙ ТАДБИРКОРЛИКНИ РИВОЖЛАНТИРИШ МАСАЛАЛАРИ	105-109
<i>Jumaniyazov Inomjon To'raevich</i> APPLICATION OF ESG PRINCIPLES IN THE ACTIVITIES OF SOVEREIGN INVESTMENT FUNDS	110-120
<i>Amonov Navro'zxon Saloxiddin o'g'li</i> MINTAQAVIY MEHNAT BOZORIDAGI ISHCHI KUCHIGA TALAB VA TAKLIFNI ISTIQBOLLASHTIRISH YO'LLARI	121-129
<i>Mirxamidova Zahinabonu Mirxamid qizi</i> ROBOTLASHTIRISH DAVRIDA MEHNAT BOZORINING O'ZGARISHI: TO'RTINCHI SANOAT INQILOBI MUAMMOLARI VA ISTIQBOLLARI.....	130-138
<i>Kalbayev Muratbay Aytbaevich</i> AYLANMA MABLAG'LARNI TAHLIL QILISH METODOLOGIYASI	139-144
09.00.00 – FALSAFA FANLARI	
<i>Ernazarova Yorqinoy Ollaberganovna</i> RIVOJLANGAN DAVLATLARDA KADRLAR XIZMATINI TASHKIL ETISH: ODOB-AXLOQ QOIDALARI VA KASBIY MADANIYAT TALABLARIGA RIOYA ETILISHINI TA'MINLASH MEXANIZMLARI	145-155
<i>Ahrorova Shahlo O'rinboyevna</i> GLOBALASHUV SHAROITIDA MILLIY QADRIYATLARNING TAKOMILLASHUVI JARAYONI	156-161
<i>Рахманов Баҳодир</i> АЛИШЕР НАВОЙИ КОМИЛ ИНСОН КОНСЕПСИЯСИДА СИНЕРГЕТИК ҲОЯЛАР ИНЪИКОСИ	162-170
<i>Нуралиева Насиба Ахмадқуловна</i> ЖАДИД МУТАФАККИРЛАРИ ИЖОДИДА ТАРБИЯГА ОИД ҚАРАШЛАРНИНГ ФАЛСАФИЙ ТАҲЛИЛИ	171-176
10.00.00 – FILOLOGIYA FANLARI	
<i>Fayzulloev Otabek Muhammadovich</i> KATTALAR FOLKLORINING TARKIBIY QISMI – BOLALAR FOLKLORI HAQIDA.....	177-184
<i>Тоқимбетова Гулбахор Абатбаевна</i> ЎЗБЕК-ҚОРАҚАЛПОҚ АДАБИЁТШУНОСЛИГИДА ИРФОНИЙ ОБРАЗЛАР	185-190
<i>Yusupova Sadokat Alijon qizi</i> “BOBURNOMA”NING YAPONIYADA O'RGANILISHI	191-197
<i>Xudoyberdiyeva Gulmira Allaberdi qizi</i> JAHON TILSHUNOSLIGIDA POLISEMIYA HODISASIGA LINGVISTIK YONDASHUV (RUS VA INGLIZ TILSHUNOSLIGI MISOLIDA)	198-201
<i>Tangriyev Valisher Azamovich</i> SOMATIK IFODALAR ORQALI BERILGAN PARALINGVISTIK VOSITALARNING QIYOSIY TADQIQI: “ANOR” HIKOYASI MISOLIDA	202-206

<i>Abulova Zilola Azimovna</i> INGLIZ AFORIZMLARINING TARKIBIDA BIR JUMLA HAMDA QO'SHMA GAPLAR BILAN IFODALANGAN AFORIZMLAR XUSUSIYATLARI	207-201
<i>Qurbonova Dilnoza Olimovna</i> TYPES AND FUNCTIONS OF ADVERTISEMENT IN ENGLISH AND UZBEK.....	210-216
<i>Quljanova To'lg'anoy Shodiyor qizi</i> ASQAR MAHKAM IJODIDA BUVI OBRAZINING O'ZIGA XOSLIGI	217-221
<i>Babajanova Aziza Rustamovna</i> ABDULLA ORIPOV SHE'RIYATIDA BAHOR MAVZUSINING BADIY TALQINI	222-227
<i>Khursanova Laylo Bakhtiyarovna</i> REPRESENTATION OF THE CONCEPT OF "PATIENCE" IN SPECIAL ENGLISH DICTIONARIES	228-232
<i>Diyorova Mohlaroyim Xamza qizi</i> O'ZBEK TILSHUNOSLIGIDA SIFAT SO'Z TURKUMI TADQIQI	233-238
<i>Samadova Visola Baxtiyor qizi</i> INGLIZ, O'ZBEK VA RUS TILLARIDA ANTONIM KOMPONENTLI FE'L FRAZEOLGIK BIRLIKRLARNING LEKSIK-SEMANTIK XUSUSIYATLARI	239-242
12.00.00 – YURIDIK FANLAR	
<i>Tўлаганова Гулчехра Захитовна, Гофурова Дилафруз Мурод қизи</i> АЁЛЛАР ТОМОНИДАН СОДИР ЭТИЛГАН ЖИНОЯТЛАРНИ ТЕРГОВ ҚИЛИШНИ РЕЖАЛАШТИРИШ, ЮЗАГА КЕЛАДИГАН ТЕРГОВ ВАЗИЯТЛАРИ ВА ВЕРСИЯЛАРНИ ИЛГАРИ СУРИШНИНГ ЎЗИГА ХОС ХУСУСИЯТЛАРИ	243-252
<i>Tosheva Maftuna Anvar qizi</i> INSON A'ZOLARI VA TO'QIMALARINING TRANSPLANTATSIYASI BILAN BOG'LIQ JINOYATLAR	253-262
<i>Ikramov Sherzod Raximdjaniyovich</i> VOYAGA YETMAGAN SHAXSLARNI MODDIY TA'MINLASHDAN BO'YIN TOVLASHNING O'ZIGA XOS XUSUSIYATLARI	263-266
13.00.00 – PEDAGOGIKA FANLARI	
<i>Tohirova Mohigul Umir qizi</i> KO'RISHDA NUQSONI BOR SHAXSLARNING IJTIMOY UMIDSIZLIK DARAJASINI PSIXOLOGIK O'RGANISH. (L.I.VASSERMANNING "IJTIMOY FRUSTRATSIYA (UMIDSIZLIK) DARAJASINI DIAGNOSTIKA QILISH METODOLOGIYASI" ASOSIDA)	267-274
<i>Nasriddinov Dadaxon Komiljonovich</i> OLIY HARBIY TA'LIMDA FIZIKA O'QITISH SAMARADORLIGINI MOBIL ILOVALAR VA ROBOTOTEXNIKA ELEMENTLARI ASOSIDA TAKOMILLASHTIRISH YUZASIDAN OLIB BORILGAN PEDAGOGIK TAJRIBASINOV ISHLARI VA ULARNING NATIJALARI	275-281
<i>Xojaniyazova Inkar Jumanazarovna</i> BOSHLANG'ICH TA'LIM SIFATINI OSHIRISHDA DIDAKTIK MATERIALLARDAN FOYDALANISH IMKONIYATLARINI KENGAYTIRISH MASALALARI	282-292
<i>Ashurova Marhabo Sayfulloyevna</i> BUXORO JADIDLARI VA YANGI USUL MAKTABLARIDA O'QITISH IMKONIYATLARI	293-301

<i>Алимова Нигора Исраиловна</i> ОСОБЕННОСТИ СИСТЕМНОГО ПОДХОДА В ОБРАЗОВАНИИ И ВОСПИТАНИИ ДЕТЕЙ, НАХОДЯЩИХСЯ НА ДЛИТЕЛЬНОМ ЛЕЧЕНИИ	302-308
<i>Matajonova Gulnoza Karimovna</i> IJTIMOIY FANLARNI TEXNIKA YO'NALISHI TALABALARIGA O'QITISHNING DOLZARB MUAMMOLARI	309-313
<i>Axmadjanova Madina Maxmudjon qizi</i> GRAMMATIK MINIMUM VA UNI O'QITISH METODLARI	314-319
<i>Norboyev Zafar Abdumuminovich</i> OLIIY TA'LIM MUASSASALARIDA CEFR ME'ZONLARI ASOSIDA YANGI AVLOD DARSLIKLARINI YARATISH TEXNOLOGIYALARI	320-323
<i>Axmedova Zuxraxon Tulyanbayevna</i> QO'L TO'PI O'YININING JISMONIY JIHATDAN O'QUVCHILARNING O'QISHNI TUSHUNISHLARIGA TA'SIRI	324-329
<i>Юсупова Заррина Курбоновна</i> УНИКАЛЬНЫЕ АСПЕКТЫ ДИСТАНЦИОННОГО ОБУЧЕНИЯ И ВЫЗОВЫ В РАЗВИТИИ ЦИФРОВОЙ КОМПЕТЕНТНОСТИ	330-334
<i>Ravshanova Xafiza Komilovna</i> МАКТАБГАЧА ТА'LIM TASHKILOTI TARBIYACHILARIDA TANQIDIY FIKRLASH KO'NIKMALARINI RIVOJLANTIRISHNING ILMIY ASOSLARI	335-340
<i>Nurbayeva Xolniso Uralovna</i> GENDER STREOTIPLAR GENDER MADANIYATNING TARKIBIY QISMI SIFATIDA	341-345
<i>Samatova Shohsanam Xolmuhammad qizi</i> BO'LAJAK O'QITUVCHILARNING TIZIMLI FIKRLASHINI RIVOJLANTIRISH MUHIM PEDAGOGIK MUAMMO SIFATIDA	346-351
<i>Mustayeva Guliston Bo'riboyevna</i> TIBBIY TA'LIMDA AKS ETTIRISH AMALIYOTINING AHAMIYATI: UZLUKSIZ KASBIY RIVOJLANISHGA KO'MAKLASHISH	348-356
<i>Ahmedbekova Maxpuzaxon</i> TASVIRIY SAN'AT DARSLARIDA O'QUVCHILAR BILIMINI OSHIRISHNING PEDAGOGIK VA INNOVATSION JIHLATLARI	357-362
<i>Utkirov Abbos Meyliyevich</i> ARTIFICIAL INTELLIGENCE IMPACT ON HIGHER EDUCATION QUALITY AND EFFICIENCY	363-388
<i>Xodiyeva Gulhayo Hasan qizi</i> BOSHLANGICH SINIF O'QUVCHILARIDA MATEMATIKA FANI ORQALI TANQIDIY-TAHLILIIY HAMDA MA'LUMOTLARNI TAHLIL QILISH KO'NIKMALARINI RIVOJLANTIRISH USULLARI.....	389-393
<i>Maxliyo Qalandarova</i> UMUMTA'LIM MAKTEBLARIDA MATEMATIKA DARSLARIDA O'QUVCILARNING MOLIIYAVIIY SAVODXONLIGINI RIVOJLANTIRISH SHAKLLARI VA USULLARI.....	394-399

Received: 30 August 2024
Accepted: 5 September 2024
Published: 15 September 2024

Article / Original Paper

TYPES AND FUNCTIONS OF ADVERTISEMENT IN ENGLISH AND UZBEK

Qurbonova Dilnoza Olimovna

Bukhara State University, 1st year student of doctorate degree
dilnozaqurbonova415@gmail.com

Abstract. In the present article, it is attempted to conduct a research concerning the functions and types of advertising and analyzed it by using a several research methods. The main aim of this research paper is to study through observations, analyses and examinations of peculiar types of advertisements and their functions in the context. The object of this article is English and Uzbek advertisements whereas the subject matter is types of advertisements and the function they do. This article is based on several obvious examples that strengthen the theoretical part of it.

Keywords: integrated unit, compact unit, nuclear accent, persuasive language, commercial and non-commercial advertising, good-will advertising, trade advertising, consumer advertising, classified ads.

O'ZBEK VA INGLIZ TILLARI REKLAMA TURLARI HAMDA VAZIFALARI

Qurbonova Dilnoza Olimovna

Buxoro davlat universiteti 1-bosqich doktoranti

Annotatsiya. Ushbu maqolada reklama tili bo'yicha tadqiqot olib borishga harakat qilinib, reklama turlari hamda ularning vazifalari tahlil qilinadi. Reklama tili bir necha xususiyatlarga ega bo'lganligi sababli, u xaridorni ishontirish xususiyatiga ega. Shu tariqa reklamaning qay darajada ishonarli etib tasvirlashda tilning ahamiyatini ko'rsatish insonda katta qiziqish uyg'otadi. Ingliz tilini o'rganuvchilar tilning tabiatini yaxshiroq tushunishlari va reklamaning go'zalligini qadrlashlari uchun ingliz tilida bosma reklamalar orqali bayon etiladi. Ushbu tadqiqot ishining asosiy maqsadi ingliz tilidagi reklamalarning o'ziga xos turlari va xususiyatlarini kuzatish, tahlil qilish va tekshirish orqali o'rganishdir. Ushbu maqolaning obyekti ingliz tilidagi reklamalar, mavzu esa ingliz tilidagi reklamalarning turlari hamda maqsad va vazifalari. Ushbu maqola uning nazariy qismini mustahkamlaydigan bir qancha aniq misollarga asoslanadi.

Kalit so'zlar: soda so'zlar yig'indisi, ishontiruvchan til xususiyatlari, iqtisodiy hamda iqtisodiy bo'lmagan reklama turlari, savdo-sotiq reklamalari, istemolchi reklama, muayyan bir sohaga yo'naltirilgan reklamalar.

DOI: <https://doi.org/10.47390/SPR1342V4I9Y2024N29>

Introduction. Advertisements reflect the quest to make the text more dynamic; the utterances are organized into smaller units to underline the content of each. In each group, there is new information, a new rhyme, each containing its own nuclear accent.

Nowadays, copywriters still remain creating text with short sentences full of important information about the product. However, many advertising texts are more compact; the text is an integrated unit, ordinary connected whole rather than some unnatural sequence of phrases. In this article there are offered several examples of an advertisement showing, how copywriters today compose the texts even into short narrations.

There has been a huge rise in a use of mobile phones and laptops and the usage of these devices leads to the appearance of several campaigns and events which were created in order to promote brands. It encourages people to buy the products, thus it is believed that nowadays modern technology enabled marketers to promote their advertisements in a wider range of contexts than it used to be possible.

It is necessary to point out that the modern technology induces us to download more and more applications into our electronic devices which are usually accompanied by a huge amount of advertisements that not only aim to inform people about a product, but also provide earnings for developers of these applications. It is thought that the modern technology has caused advertisements surround us everywhere we go.

Research Methodology: The methods applied in this study are the following: Descriptive analytical was applied in order to test the overview of the functions of ads found to characterize persuasive language in television, radio and the press. Theoretical analysis made it possible to analyze the scientific literature regarding the types of advertising.

Analysis and results: The classification of advertisement is based on various criteria. According to scientists one criterion relates to the geographical area for which an advertising message is intended. Thus, they lists these types of advertisement: local, national, international, and global. They also provides the criterion which is related to a form and a medium of the advertisement. Print advertising includes newspapers, magazines, brochures as well as posters, hoardings and street signs, while electronic advertising involves both sound, typically represented by radio and television, and pictures, as on television[1; p.14].

The language of advertising a dominant classification of advertisement as commercial and non-commercial advertising[2; p.1]. These two major types are distinguished according to whether, or not the purpose is to make a profit as a result of advertising. The commercial division contains the consumer, the trade and the corporate advertising, whereas non-commercial division includes the government and the charity advertising[3; p.15].

There is considered three types of commercial advertising:

- a) prestige or good-will advertising - where firms advertise a name or an image
- b) industrial or trade advertising - where a firm advertises its products to other firms
- c) consumer advertising - where a firm advertises its products to potential consumers[4]. There was found practically the same types[5; p.1-2].

There is distinguishing theory between the competitive and the non-competitive kind. In the former, the manufacturers compete against each other and the products become rivals. In the latter, there is no competition. Advertisements of this kind are the so-called “classified ads” in newspapers and magazines[6; p.25]. Institutional advertising which promotes the image of the company, and product advertising which can be used to:

- a) help personal sales
- b) introduce a new product
- c) remind consumers about old products
- d) increase sales
- e) enter a new market

As mentioned before, the “classifieds”-relists in a special page, ordered according to subject-are advertisements too, distinguished by Vestergaard and Schroder from display advertisements which occupy prominent places in newspapers and magazines[7; p.60].

Small businesses can use different types of advertising to achieve specific marketing communication objectives. Ian Linton asserts that advertising can be an excellent mean for an acquiring of the benefits of a product, can easily build the reputation of a company or draw a comparison between a company's products and brands and another companies' articles.

The first type of advertising he discusses is presented as "the product advertising that communicates the features and benefits of a product to customers and prospects". It can be understood that companies usually want to use an advertisement when the new product is presented to the public, when some changes connected to the product appear or when they want to inform public that increase sales of the product occurred. The product advertisements must reflect the interests of the target audience. The second type of advertising mentioned in Linton's article is a corporate advertising. The corporate advertising campaigns play an important part in business-to-business marketing, particularly for companies trying to win a major sale or contract[8; p.7].

It encourages prospects to register their details, typically in return for an incentive offer, such as a free gift, a special discount or a copy of a business report for business prospects. In the advertisement, a response of an audience can be induced by a reply coupon, telephone number, email address or website address.

The financial advertising which can help a company attract funds if you are planning to grow your business or make a major investment. The company's name can become more familiar because the advertisement is published in the business sections of newspapers and magazines.

The aim of this section is to consider functions and effects of advertising in everyday life. People in most cases do not deeply wonder about the aim of publishing of advertisements and regard it as a routine act, and therefore let now turn to its pragmatic sense. The task of adman is to: attract attention, arouse interest, stimulate desire, create conviction and get action"[9; p.83].

Expressive functions of advertising

- identifying brands,
- information,
- persuasion,
- previewing new trends,
- demand,
- customer base,
- pricing.

The advertising permeates the Internet, network television, daily newspapers and roadside billboards. Products, services and ideas are sold through advertising, enabling businesses to attract customers for their wares[10; p.18]. The first function of advertising - identifying brands is connected to the fact that products, services and ideas are sold through businesses that are differentiated by their brand identities. Brand identity is communicated to the public via advertising. Consumers build emotional relationships with certain brands with which they become increasingly familiar through the years, thanks to advertising.

The second function (titled information) aims to inform possible clients about the offered product as advertising supplies the necessary information to consumers so that they know what is available and where to buy it. It broadcasts information about products, services

and ideas sold on the open market through a variety of media portals. It reveals the special features being sold, what color and size the product is and which stores carry it.

The third function is closely related to persuasion. The most important function of advertising is to convince people to do something, to go somewhere, or to buy something. The persuasion is the core mission of advertising. Advertising tells you how the product, service or idea you are considering will improve your life.

Next, there is a question of previewing new trends. Previews about the virtues of new products, services and ideas motivate consumers to obtain them because they do not want to be left out. Advertising lets consumers in on up-and-coming trends and new markets. They offer coupons, rebates and trial offers on new products, services or ideas to recruit new customers and induce existing customers to try things. Advertisers preview new or improved products, services and ideas to consumers in order to appeal to their sense of wanting to be in the know about leading edge trends[11; p.19].

Services and concepts are sold in volume, according to the consumer demand for them. He states that another relevant goal of advertising is to build and reinforce relationships with customers, prospects, retailers and important stakeholders.

Advertising seeks to maintain the current customer base by reinforcing purchasing behavior with additional information about the benefits of brands. The last presented and also the essential function of advertising is a pricing. Advertising displays a consumer goods with competitive prices relative to the current market, thus educating consumers about what things should cost. Advertising lets you know what the competition is doing, when the next sale is, and how you can receive the latest coupon or rebate and seeks to assure you that you are receiving the best value for your money[12; p.4].

The text of advertisements has a number of peculiarities in comparison with the texts of other types of street language (forewords, slogans, posters). Advertising is commercial, so it is also called commercial. At the same time, advertising activities can be carried out by advertisers independently (through the company's advertising department) or with the help of special advertising agencies[13; p.17]. Commercial advertising is the dissemination of information about products and services to accelerate sales, build relationships between the buyer and the product, promote products and provide information on how to buy them; a means of stimulating the buyer's interest and desire to purchase a given product. Commercial advertising is short, emotionally colored information that is sent to potential buyers (consumers) to encourage them to take action related to the purchase (use) of goods and services. Of course, advertising materials are used in the preparation of such information. We will talk about such texts below. Advertising is divided into several types according to their characteristics: including the use of linguistic units, depending on what the advertisement is informing, according to the category of goods and services, which text is used. These types of advertisements differ from each other according to the structure of the text. It is known that communication understood from any text is mainly expressed through language units. The ad text is different from the traditional text and is unconventional. The text, in contrast to the traditional text, contains qualitatively different text characters that are characterized by a certain set. In contrast to traditional texts, we can say that: -the text consists of one or more sentences; it is written in one of the uppercase or lowercase letters; one sentence is written in one font; all lines are completely filled (except for the first and last lines). Advertising texts vary

in form: auditory, visual, auditory[14; 91-b.]. Audio advertising is a radio advertisement. Millions of people in different countries keep up to date with the latest news on the radio. Radio is a media that affects the human mind. First of all, it is possible to prepare a quality advertisement on the radio through the pleasant voice of the announcer, memorable text, good and pleasant sounds. Radio is heard during the day at home, in the kitchen, at work, in organizations, in transportation, and even while walking on the street, so a high percentage of people listen to commercials placed on radio programs. People absorb 90% of information by hearing it, not by seeing it on the radio[15]. Advertising on the radio can be done with a variety of sounds, such as a piece of ice falling on a bowl, the sound of laughter, the chirping of birds, and so on. An example of this is the Coca-Cola advertisement. Psychologists say that the radio is a bridge between the listener and the informant. The faster the speaker speaks and uses more words, the more the listener listens to him. Also, the quality of the audio recording is the voice of the announcer, the text being read. The background music, as well as the musical accompaniment, ensures the quality of radio advertising. In addition, it can be said that continuous broadcasting and musical effects have a special effect on the listener. The radio may not be turned off during the day in kitchens, offices, or cars. The main role of radio is to arouse the imagination of the listener. Radio advertising uses a ringing or beeping sound or background noise to attract attention, a good selection of voices in a well-prepared radio commercial, the disclosure of the types of advertised products and the presentation of the desired audience gives good results. Visual-auditory advertisements (such advertisements are also called street and outdoor advertisements in some literatures) are more common, including print, lighting, decorative and video advertising. The text of visual and auditory advertisements consists of a set of linguistic and non-linguistic units, and they form the text as a whole.

Адабиётлар/Литература/References:

1. Hermeren, L. English for sale: a study of the language of advertising. – Lund, Sweden: Lund University Press, 1999.
2. Vestergaard, T., Schrøder K. The language of advertising. – Oxford: Blackwell, 1994.
3. Hermeren, L. English for sale: a study of the language of advertising. – Lund, Sweden: Lund University Press, 1999.
4. Vestergaard T., Schroder K. The language of advertising. – Oxford: Basil Blackwell, 1986.
5. Leech G.N. English in advertising: a linguistic study of advertising in Great Britain. London, Logman, 1966.
6. Williams A. Your choice?. – London: Longman, 1986.
7. Vestergaard T., Schroder K. The language of advertising. – Oxford: Basil Blackwell, 1986.
8. Linton I. What Are the Different Types of Advertising? – London: Longman, 2012.
9. Lund J. V. Newspaper advertising. – New York: Prentice-Hall, 1947.
10. Stefan T. 7 Functions and Effects of Advertising. – London: Longman, 2011.
11. Stefan T. 7 Functions and Effects of Advertising. – London: Longman, 2011.
12. Марочкина С.С. Введение в специальность. Реклама. – М: Учебного пособия. Москва, 2012.
13. Розенталь Д.Э., Кохтев Н.Н. Язык рекламных текстов. – Москва, 1981.
14. Inatullayev B.B. Ijtimoiy-madaniy faoliyat sohasida reklama fani bo'yicha ma'ruzalar matni. Namangan -2014.

15. Olimovna Q.D., Effective use of ellipsis in English advertising. – London: International Scientific conference “The role of science and innovation in the modern world”, Vol. 2, issue 5, 2023. <https://academicsresearch.ru/index.php/trsimw/article/view/1764>
16. Olimovna Q.D., Ramazanovna A.R. Slogans as an essential parts of English and Uzbek advertisements. – International journal of social science & interdisciplinary research ISSN 2277-3630, vol. 12 no 05 (2023) <https://www.gejournal.net/index.php/IJSSIR/article/view/1762>

SCIENCEPROBLEMS.UZ

**ИЖТИМОЙ-ГУМАНИТАР ФАНЛАРНИНГ
ДОЛЗАРБ МУАММОЛАРИ**

№ 9 (4) – 2024

**АКТУАЛЬНЫЕ ПРОБЛЕМЫ СОЦИАЛЬНО-
ГУМАНИТАРНЫХ НАУК**

ACTUAL PROBLEMS OF HUMANITIES AND SOCIAL SCIENCES

**Ижтимоий-гуманитар фанларнинг
долзарб муаммолари**” электрон
журнали 2020 йил 6 август куни 1368-
сонли гувоҳнома билан давлат
рўйхатига олинган.

Муассис: “SCIENCEPROBLEMS TEAM”
масъулияти чекланган жамияти

Таҳририят манзили:

100070. Тошкент шаҳри, Яккасарой
тумани, Кичик Бешёғоч кўчаси, 70/10-
уй. Электрон манзил:

scienceproblems.uz@gmail.com

Боғланиш учун телефонлар:

(99) 602-09-84 (telegram).