

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

Ijtimoiy-gumanitar fanlarning dolzarb muammolari

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2025

SCIENCEPROBLEMS.UZ

**IJTIMOIIY-GUMANITAR FANLARNING
DOLZARB MUAMMOLARI**

№ 5/3 (5) – 2025

**АКТУАЛЬНЫЕ ПРОБЛЕМЫ СОЦИАЛЬНО-
ГУМАНИТАРНЫХ НАУК**

ACTUAL PROBLEMS OF HUMANITIES AND SOCIAL SCIENCES

TOSHKENT-2025

BOSH MUHARRIR:

Isanova Feruza Tulqinovna

TAHRIR HAY'ATI:

07.00.00- TARIX FANLARI:

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Xolikulov Axmadjon Boymahmatovich – tarix fanlari doktori, O'zbekiston Milliy Universiteti;

Gabrielyan Sofya Ivanovna – tarix fanlari doktori, dotsent, O'zbekiston Milliy Universiteti.

Saidov Sarvar Atabullo o'g'li – katta ilmiy xodim, Imom Termiziy xalqaro ilmiy-tadqiqot markazi, ilmiy tadqiqotlar bo'limi.

08.00.00- IQTISODIYOT FANLARI:

Karlibayeva Raya Xojabayevna – iqtisodiyot fanlari doktori, professor, Toshkent davlat iqtisodiyot universiteti;

Nasirxodjayeva Dilafruz Sabitxanovna – iqtisodiyot fanlari doktori, professor, Toshkent davlat iqtisodiyot universiteti;

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Shakarov Qulmat Ashirovich – iqtisodiyot fanlari

nomzodi, dotsent, Toshkent axborot texnologiyalari universiteti

09.00.00- FALSAFA FANLARI:

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G'aybullayev Otabek Muhammadiyevich – falsafa fanlari doktori, professor, Samarqand davlat chet tillar instituti;

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Hoshimxonov Mo'min – falsafa fanlari doktori, dotsent, Jizzax pedagogika instituti;

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Turdiyev Bexruz Sobirovich – falsafa fanlari bo'yicha falsafa doktori (PhD), dotsent, Buxoro davlat universiteti.

10.00.00- FILOLOGIYA FANLARI:

Axmedov Oybek Saporbayevich – filologiya fanlari doktori, professor, O'zbekiston davlat jahon tillari universiteti;

Ko'chimov Shuxrat Norqizilovich – filologiya fanlari doktori, dotsent, Toshkent davlat yuridik universiteti;

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12.00.00- YURIDIK FANLAR:

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Muxitdinova Firyuza Abdurashidovna – yuridik fanlar doktori, professor, Toshkent davlat yuridik universiteti;

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Hamroqulov Bahodir Mamasharifovich – yuridik fanlar doktori, professor v.b., Jahon iqtisodiyoti va diplomatiya universiteti;

Zulfiqorov Sherzod Xurramovich – yuridik fanlar doktori, professor, O'zbekiston Respublikasi Jamoat xavfsizligi universiteti;

Xayitov Xushvaqt Saparbayevich – yuridik fanlar doktori, professor, O'zbekiston Respublikasi Prezidenti huzuridagi Davlat boshqaruvi akademiyasi;

Asadov Shavkat G'aybullayevich – yuridik fanlar doktori, dotsent, O'zbekiston Respublikasi Prezidenti huzuridagi Davlat boshqaruvi akademiyasi;

Ergashev Ikrom Abdurasulovich – yuridik fanlari doktori, professor, Toshkent davlat yuridik universiteti;

Utemuratov Maxmut Ajimuratovich – yuridik fanlar nomzodi, professor, Toshkent davlat yuridik universiteti;

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Rahmatov Elyor Jumaboyevich — yuridik fanlar nomzodi, Toshkent davlat yuridik universiteti;

13.00.00- PEDAGOGIKA FANLARI:

Xashimova Dildarxon Urinboyevna – pedagogika fanlari doktori, professor, Toshkent davlat yuridik universiteti;

Ibragimova Gulnora Xavazmatovna – pedagogika fanlari doktori, professor, Toshkent davlat iqtisodiyot universiteti;

Zakirova Feruza Maxmudovna – pedagogika fanlari doktori, Toshkent axborot texnologiyalari universiteti huzuridagi pedagogik kadrlarni qayta tayyorlash va ularning malakasini oshirish tarmoq markazi;

Kayumova Nasiba Ashurovna – pedagogika fanlari doktori, professor, Qarshi davlat universiteti;

Taylanova Shoxida Zayniyevna – pedagogika fanlari doktori, dotsent;

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Bobomurotova Latofat Elmurodovna — pedagogika fanlari bo'yicha falsafa doktori (PhD), Samarqand davlat universiteti.

19.00.00- PSIXOLOGIYA FANLARI:

Karimova Vasila Mamanosirovna – psixologiya fanlari doktori, professor, Nizomiy nomidagi Toshkent davlat pedagogika universiteti;

Hayitov Oybek Eshboyevich – Jismoniy tarbiya va sport bo'yicha mutaxassislarni qayta tayyorlash va malakasini oshirish instituti, psixologiya fanlari doktori, professor

Umarova Navbahor Shokirovna– psixologiya fanlari doktori, dotsent, Nizomiy nomidagi Toshkent davlat pedagogika universiteti, Amaliy psixologiyasi kafedrasi mudiri;

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Shamshetova Anjim Karamaddinovna – psixologiya fanlari doktori, dotsent, O'zbekiston davlat jahon tillari universiteti;

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22.00.00- SOTSILOGIYA FANLARI:

Latipova Nodira Muxtarjanovna – sotsiologiya fanlari doktori, professor, O'zbekiston milliy universiteti kafedra mudiri;

Seitov Azamat Po'latovich – sotsiologiya fanlari doktori, professor, O'zbekiston milliy universiteti;

Sodiqova Shohida Marxaboyevna – sotsiologiya fanlari doktori, professor, O'zbekiston xalqaro islom akademiyasi.

23.00.00- SIYOSIY FANLAR

Nazarov Nasriddin Ataqulovich –siyosiy fanlar doktori, falsafa fanlari doktori, professor, Toshkent arxitektura qurilish instituti;

Bo'tayev Usmonjon Xayrullayevich –siyosiy fanlar doktori, dotsent, O'zbekiston milliy universiteti kafedra mudiri.

OAK Ro'yxati

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MUNDARIJA

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10.00.00 – FILOLOGIYA FANLARI — PHILOLOGICAL SCIENCES

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Article / Original Paper

ZAMONAVIY LINGVISTIKADA REKLAMA DISKURSI TUSHUNCHASI

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Annotatsiya. Mazkur maqola zamonaviy lingvistikada reklama diskursi tushunchasi mavzusiga bag'ishlangan bo'lib, dolzarb ahamiyatga ega. Tadqiqotda reklamaning asosiy xususiyatlari va funktsiyalari e'tiborga olinadi. Maqolada turli tadqiqotchilar tomonidan taklif etilgan reklama ta'rifining ko'plab yondashuvlari ko'rib chiqilib, reklama diskursiga xos bo'lgan asosiy jihatlar ajratib ko'rsatilgan.

Kalit so'zlar: diskurs, reklama, reklama diskursi, matn, lingvistika.

THE CONCEPT OF ADVERTISING DISCOURSE IN CONTEMPORARY LINGUISTICS

Abdullaeva Charos Baxramovna

associated professor (PhD)

International school of finance technology and science institute

Abstract. This article is devoted to the highly relevant topic of the concept of advertising discourse in modern linguistics. The study emphasizes the main characteristics and functions of advertising. It examines numerous approaches to defining advertising as proposed by various researchers and highlights the key features inherent to advertising discourse.

Keywords: discourse, advertising, advertising discourse, text, linguistics.

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At present, one of the main characteristics of modern linguistics is the enduring interest in various types of communication. Contemporary scholars' and researchers' interest in advertising texts and advertising communication, in general, is primarily due to the significant role that advertising plays in modern society. The incredible speed of dissemination and the growing popularity of mass communication media—such as radio, television, and the Internet—have led to the fact that today it is impossible to imagine modern society without advertising. The ability of advertising to influence the consciousness of society, to create images, to determine values, and to affect the participants of advertising communication is no longer in doubt. At this stage of linguistic development, studies of the pragmatic means and

mechanisms by which advertising achieves certain objectives and fulfills a number of its basic functions enjoy enormous popularity.

The relevance of the present study is conditioned by the necessity for a more in-depth examination of the concept of linguistic discourse, an analysis of the main functions of advertising, and the identification of the linguistic features of an advertising text.

The theoretical foundation of the study is presented by a significant number of scientific works that examine the main characteristics of advertising discourse.

In the theory of studying the specifics of advertising discourse, one can note the seminal works of various schools and authors, such as A.V. Maryina, D.S. Sknarev, E.M. Astasheva, among others.

At present, it can be rightly observed that advertising communication has penetrated all spheres of public life; modern advertising integrates with politics, economics, art, linguistics, and science. It is no secret that advertising has become an indispensable part of everyday communication between people, reflecting to varying degrees the different forms of societal life, its norms, values, and viewpoints.

Advertising plays a major role in the formation of social values, as it is an integral part of culture and makes a significant contribution to the development of society. Today, there is a considerable number of linguistic studies dedicated to the examination of advertising discourse, as in recent years advertising communication has justifiably become one of the most widespread forms of communication in the modern world.

For this reason, it is necessary to analyze in detail the concept of advertising discourse, the features of its functioning, and to thoroughly investigate the linguistic means used in advertising to create the desired effect on the consumer, as well as to determine the influence of these means on the audience.

It is no secret that advertising has accompanied humanity throughout the entire history of civilization's development. Advertising defines the life of an entire society, as it is a unique type of human activity that influences the formation of ideals, models, and specific values not only of individual persons but of society as a whole.

In modern linguistics, there exist a large number of diverse definitions of advertising discourse, which is connected with the multifaceted meanings of this term and the variety of approaches to its study.

According to A.V. Maryina, "advertising discourse is a specific variety of discourse whose purpose is to motivate action (even information and reminder, as the ultimate goal of an advertising appeal, is directed at prompting action)" [5].

D.S. Sknarev defines advertising as "a form of marketing communication, for the creation of which various visual-verbal, auditory, and other means are employed, which provides grounds for considering it as a specially organized discourse that uses a specific arsenal of signifiers, linguistic means, techniques, and marketing textual units (depending on the tasks set before it) aimed at forming a system of images of advertising discourse, as well as at most effectively achieving both strategic (brand image, raising the target audience's awareness about a product, and maintaining their loyal attitude) and tactical (product sales) marketing goals" [Sknarev 2015: 22–23].

According to E.M. Astasheva, advertising discourse is "a semantically and compositionally complete message with a strictly oriented pragmatic setting, combining

features of both oral and written communication with a complex of linguistic and extralinguistic means” [Astasheva 2011: 90–91].

It is important to clearly distinguish between oral and written discourses in advertising communication, each possessing specific features. Written advertising discourse is characterized by its structure and the use of punctuation. Punctuation plays a crucial role in written advertising discourse as it determines the rhythm of the text and its perception by the audience. Oral advertising discourse, in turn, is distinguished by lexical and grammatical variability and the significant role of prosody—a functional system of sound means that perform a semantic differentiating function.

Analyzing the concept of advertising discourse, one must also refer to the definition of advertising. In modern linguistics, there are numerous definitions of the term “advertising.” Let us consider several widely known formulations. “From the perspective of media linguistics, advertising is defined as one of the functional-genre types of media texts. The main features of an advertising text include multidimensionality, excessive repetitiveness, and a collective mode of creation” [Dobrosklonskaya 2005: 15]. A. Deyan provides a more narrow definition: “Advertising is a paid, one-way, and impersonal appeal, carried out through mass media and other forms of communication, advocating in favor of a certain product, brand, company (or a cause, candidate, government)” [Deyan 2002: 6].

It is necessary to emphasize the multifunctionality of advertising. M.Yu. Rogozhin, in his work, distinguishes four main functions of advertising:

- ✓ Economic function;
- ✓ Social function;
- ✓ Marketing function;
- ✓ Communication function [Rogozhin 2010: 28–29].

An advertising text is a combination of the content of the advertisement and the means of its expression. The word is the main element in achieving the semantic significance of advertising, where the rule of linguistic compression plays a major role, according to which an advertising text should be maximally informative and concise. A brief text is better perceived by the audience and does not complicate the understanding of the content.

Advertising texts are characterized by conciseness, terseness, expressiveness, and informativeness. Typically, advertising not only informs the audience about a particular product or service but also forms certain images using expressive means of language. To create the desired effect and influence the consumer, various expressive means are frequently used in advertising texts; allegory, hyperbole, irony, metaphor, personification, epithet, and simile are among the common figures of speech.

It should be noted that advertising texts contain vocabulary with diverse stylistic coloring: both colloquial and literary or even scientific styles are used.

In advertising discourse, evaluative vocabulary is widely represented, which attracts the audience by creating a positive image of the advertised product or service.

Advertising texts are generally not characterized by verbosity and complex syntactic constructions. Instead, advertising discourse is usually presented in texts with imperative, interrogative, and simple sentences. To enhance expressiveness, authors of advertising texts often resort to syntactic means. In general, advertising syntax is marked by a clear sentence

structure that does not complicate the understanding of the advertisement's content and allows information to be quickly memorized.

Thus, it can be concluded that advertising discourse has its own specificity. The lexical, semantic, syntactic, and phonetic features of an advertising text are the main means of attracting the attention of potential consumers and are effective methods for creating a successful advertising text.

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