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PRAGMATIC ASPECT OF TOURIST ADVERTISING IN THE ERA OF DIGITALIZATION

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Annotation. *The pragmatic specifics of tourism advertising in English in the era of digitalization are considered. Advertising communication in the field of tourism acquires a pronounced emotional character, which is closely related to extra linguistic factors. Taking into account the fact that, as a scientific category, pragmatics is considered a multicomponent formation in its structure, the article determines the linguistic status of advertising; characterizes tourism advertising in the era of digitalization from the point of view of its functional and communicative features in a comparative aspect; describes pragmatically oriented linguistic units inherent in tourism advertising.*

Key words: *pragmatics, advertising, English language, communication, tourism, impact, comparative aspect.*

One of the striking manifestations of globalization in Uzbekistan is the active development of international tourism, which has been growing dynamically in recent years. At the same time, the market for online travel services is the fastest growing sector of the world economy. Foreign tourists, when planning and organizing their trips around Uzbekistan, use the capabilities of the Internet, which actively influences the development of the tourism market in Uzbekistan. In the current prevailing conditions, competition between countries to attract international tourists is sharply intensifying. In addition, it is precisely in these difficult times that the deepening of the digitalization processes of national tourism will be one of the main factors in increasing the competitiveness of the tourism industry.

With the help of expert assessment, we came to the conclusion that one of the modern forms of digitalization of tourism is advertising. In addition, potential consumers have the opportunity to study given ads by consumers smartphones. Over the past decades, advertising has been an integral part of modern society with its developed market economy and mass culture in the era of digitalization. Using verbal and non-verbal means to influence purchasing behavior, advertising continues to influence mass consciousness. Despite the fact, that many researchers have devoted their work to this phenomenon. In particular, such a priority aspect of advertising as the pragmatic one remains poorly studied.

The pragmatic nature of any type of advertising is determined by a number of factors: the advertising medium, the specifics of the advertised object, targets, audience composition, etc. In our field of vision is advertising in tourism, which is one of the most influential types of advertising activities. Interest in tourism advertising is associated with the desire for recreation and entertainment, which indicates the formation of a new model of a typical English, passionate about travel and extreme sports. Language units that

contribute to the implementation of consumer motives and create a pragmatic effect require detailed analysis.

The etymological meaning of the word "pragmatics", derived from the Greek "deed", explicates the subject of study of one of the most relevant areas of modern linguistics. The subject of pragmatics is language in action, in living functioning. "A word is an action" - this catchphrase of J. Austin, who stood at the origins of linguistic pragmatics, has become a guideline for a new branch of linguistics, where utterances produced in the process of communication are studied as actions going from addresser to addressee.

A person uses language not only to inform the addressee about something, but also to encourage him to take certain actions and actions. This action is determined by the goal of the speaker; in pragma linguistics, it is called a speech act, speech action or speech act. Thus, the main questions of pragmatics are related to the sender and recipient of speech, their interaction in communication, in a specific communication situation.

Taking into account that advertising is a multi-stage communicative process that reflects the relationships between participants in communication, we consider it possible to consider it as one of the types of influencing discourse, within which there is an intensive development of a language intended for special purposes. It is relevant to study the mechanisms of influence of advertising, its ability to persuade and encourage the audience to take action. The main objective of any advertising message is to influence the behavior, attitudes and knowledge of its recipients.

Language manipulation is the use of the features of language and the principles of its use for the purpose of covertly influencing the addressee in the direction desired by the speaker; hidden - meaning, unconscious by the addressee. Advertising is a type of activity, the elements of which form a discourse and are aimed at performing the main functions of advertising. Among the functions of advertising, the pragmatic one stands out first. The language of advertising acts as a tool used to influence the addressee. If we take into account the enormous influencing power of modern advertising, then the leading position of this element of discourse is beyond any doubts.

The communication element is considered no less important in advertising activities, since the success of the advertising message largely depends on the effectiveness of the communication process. We would also like to note the information element of advertising, which is considered the most developed in advertising activities, since discourse is studied as a process of knowledge and cognition. The pragmatic task of the advertising text is to highlight the product, characterize it, showing its superiority over other similar objects. Finally, the linguistic element is highlighted, which occupies a central position in the structure of discourse, since the pragmatic, communicative and informational functions of advertising are realized using linguistic means.

Advertising reveals its communicative essence, which is fundamentally important for identifying linguistic specificity in the study of its linguistic means as an integral part of a special language that performs the economic task of organizing consumer behavior. The study of advertising from this angle is motivated by the fact that currently advertising activity has crossed the boundaries of a functional style. By informing about the availability of goods or services, advertising calls for action: purchase, use, respond. And the linguistic techniques and means used are subordinate to this main goal. The main feature of the advertised object in the field of tourism is its intangible nature. The consumer cannot fully evaluate the promotional offer until he buys a ticket and goes on a trip. Services, which, unlike consumer goods, do not have consistent quality, require the simultaneous development of functions such as outreach and pragmatics.

The analysis showed that advertising of tourism and recreation meets a variety of pragmatic needs related to the organization of leisure. The rational nature of this type of advertising is manifested in the fact that it usually contains useful information for a tourist, not only including reference information, but also serving as a kind of guidebook, the content of which programs the addressee to carry out given actions: where to go, what to see, what to buy.

In order to increase the pragmatic effect, proper names are often included in the advertising text, evoking a whole range of positive emotions, thanks to which there is a desire to respond to the advertiser's offer. Among the names that influence the addressee,

pop, theater and film stars occupy a large place, since spectacular arts are especially popular now. However, at the same time, the names of political figures enjoy no less high authority.

Another group of words that has pragmatic potential in tourism advertising is directly related to sport or entertainment. The pragmatic effect of these units is largely due to the fact that, from the point of view of the degree of modernity, they are assessed as neologisms, which, due to their novelty, arouse increased interest: diving, rafting, windsurfing, snowboarding. Pragmatically charged units of tourism advertising evoke only positive emotions, awaken only positive associations, having a beneficial effect on the recipient's psyche.

Paying attention to the pragmatic aspect of advertising, it is worth noting that many works devoted to the study of the pragmatic features of advertising texts were written at the intersection of several related disciplines, which once again confirms the interdisciplinary nature of this type of research, which would be advisable to continue in the future.

Experts in the field of mass communication believe that "in terms of their importance in the global information process, advertising texts can be compared with news texts: someone may not be interested in analytical materials or journalism, but the vast majority read, watch or listen to news, and are also unable to avoid ubiquitous advertising".

In recent years, work has been carried out in the tourism sector of Uzbekistan on advertising texts. This is a new method for the formation and sale of a tourism product by directly accessing the resource systems of airlines and hotels. Digital advertising texts are more used in the field of classic package tours, which tour operators are trying to bring from offline to online for sale. This is done by creating databases on tours, using their own software developments or industry programs.

The experience of tourism organizations in European and Asian countries shows that in the near future, advertising texts will become the technological basis of a new digital strategy for the development of the global tourism industry. The share of dynamic

packages generated using digital technology accounts for half of the volume of tourism product sold in the European tourism market. The high technology of the travel package makes it suitable for online booking.

The forecast for the tourism market in Uzbekistan is favorable, and a number of travel companies plan to focus on the basis of digital advertising, which is fundamentally different from classic tourism operating due to the possibility of having a large number of partners around the world.

Most of the currently used digitalization tools in the tourism sector are occupied by various applications and computer systems. Another progressive and universal form of digitalization of tourism processes is block chain technology. The specificity of this technology consists of finding data on purchases of tourism services in a single digital space, which can help each of the participants in the process provide services for the sale of a tourism product, focus on real information about consumers and anticipate their needs, personalizing advertising offers.

In the future, the digitalization of tourism will be accompanied by a further process of ousting traditional companies with offline offices from the tourism market, and the development of tour design according to parameters individually specified by each specific client. Consequently, those tourism organizations that can best implement the customization process in the provision of tourism services to consumers will gain competitive advantages. We offer an explanation of the concept of "customization" which has many different definitions. Here is one of them, in our opinion, the most accurate: "Customization is the individualization of products to the orders of specific consumers by making constructive or design changes".

Thus, the digitalization of tourism takes on various forms of manifestation, which include the online purchase of ready-made tours created by tour operators, and individual tours developed through mobile applications or computer software systems intended for both tour operators and tourists, and the design of amateur tours through the creation of online schools for novice travelers and the introduction of a customization process in the provision of tourism services to consumers, and others.

To sum up, the pragmatics of advertising text as a direction of research is in the process of its formation for several reasons. One of them is the rapid development of advertising, which is a multifaceted phenomenon due to the variety of types and forms. Undoubtedly, each type of advertising requires independent analysis, because its distinctive features are determined by a number of parameters: the advertising medium, the specifics of the advertised object, the composition of the target audience, which in its characteristics can be both homogeneous and heterogeneous.

All of the above determines the relevance of our work, caused by the need to further study advertising in a pragmatic aspect, taking into account its species and genre diversity. The psychological impact in tourism advertising is carried out with the help of pragmatically oriented linguistic units of different levels, which have an emotionally expressive characteristic. In addition, the impact effect is also achieved by the use of neutral lexical units, which in the structure of tourism advertising texts acquire a pragmatic orientation.

The practical value of the research is determined by the possibility of using its results in university courses on linguistic pragmatics, as well as the theory of speech influence. In addition, the dissertation materials can be useful in compiling special courses on the language and style of modern advertising.

The pragmatic function of language is clearly manifested in advertising because the very nature of the advertising mechanism has an impact on the consumer. Being addressed to a mass audience, advertising strives to induce actions beneficial to the advertiser, in other words, to take advantage of the goods and services offered. That is why advertising texts are of increased interest to scientists who study the problems of speech influence on mass audiences.

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METAFORA, METANOMIYA - MA'NO KO'CHISh USULLARINING O'ZBEK TILIDAGI TURLARI

Lobar USMANOVA
O'zbekiston davlat jahon tillari universiteti
Ikkinchi chet tili kafedrasi
katta o'qituvchisi

Annotatsiya. Bu maqola o'zbek tilidagi ma'no ko'chish uslublari, ularning turlari, tasnifi haqida ma'lumotlar berilgan va ularga misollar ham keltirilgan. Ma'no ko'chish uslublari: metafora, metonimiya, sinekdoxa, vazifadoshlik haqida malumotlar berilgan va misollar bilan yanada chuqurlashtirib berilgan. Shuning uchun ma'no ko'chish usullarining ta'lim fanida tobora ko'proq foydalanilmoqda. Biroq, ularning o'rganishdagi individual farqlarga qanday aloqasi borligi haqida ma'lumotlar yetarli emas. Ushbu maqolada ma'no ko'chish usullarini o'rganishda o'zbek xalq adabiyotididan, Dtm testlaridan, "Ritorika" asaridan foydalanigan va misollar tasnifi keng yoritilgan.

Kalit so'zlar: metafora, metonomiya, sinekdoha, vazifadoshlik, korpus, meta, anoma, metaphore, sinekdohe, funksiyadoshlik.