

matnga murojaat qilganligida va doston syujeti va qahramonlari haqida to'liq bilim, ko'nikma va malaka hosil qilganligida ko'zga tashlanadi.

Har qanday dostondan belgilangan adabiy parchani sinfdan qat'iy nazar o'qituvchining o'zi o'qib berishi maqsadga muvofiq. Endigina o'rganiladigan dostonni o'quvchilarga o'qitish mutlaqo to'g'ri emas. Negaki o'quvchilar dostonning tasvir yo'lini va til xususiyatlaridan behabar bo'lganligi, asardagi obrazlar ruhiyatini bilmaganligi uchun ham matnning jozibasini ochib bera olmaslikdan tashqari, asar haqida o'quvchilarda noto'g'ri tasavvur paydo qilib qo'yishi mumkin¹⁴². O'qituvchi asarni o'qishda darslikdan emas, balki dostonning o'zidan foydalansa, maqsadga muvofiq bo'ladi. Parcha o'qilayotganda til xususiyatlariga e'tibor qaratgan holda matnning butun badiiy jozibasini namoyon etishga erishish kerak. Bunda o'qituvchi dostonda badiiy tasvir vositalarining qo'llanilishiga, qahramonlar ruhiyatining berilishiga o'quvchilar e'tiborini qaratish kerak. Dostonni tahlil etishda, imkon boricha, o'quvchilar ko'proq jalb etilishi va faollashtirilishi kerak. Shunda ular badiiy asar matni ustida o'ylashga, uning jozibasini his etib, sehrli qirralarini topishga urinadigan bo'ladi. Masalan, so'z yuritayotganimiz "Ravshan" dostoni matni bilan tanishtirish, asar voqealari rivojini ta'minlaydigan badiiy omillarni belgilashda o'qituvchi o'z vaqtida sezdira bilishi zarur. Aks holda doston bolalarda shunchaki afsona, ertakka o'xshash taassurot qoldirishi mumkin.

FUNCTIONAL-PRAGMATIC CHARACTERISTICS AND CLASSIFICATION OF ADVERTISING

Dilnoza SOBIROVA

*Doctoral student (DSc) of the Department of
Uzbek Linguistics and Journalism
Bukhara State University*

Abstract. *This article talks about the functions description of advertising. The main focus is on the functions performed by advertisements through the impact of advertising text on members of society. These points are supported by medical advertising texts.*

¹⁴² Йўлдошев Қ., Қодиров В. Адабий сабоқлар-7 синф. Ўқитувчилар учун методик қўлланма. Т.: Ўқитувчи, 2005, 65-б.

The key word in all definitions of advertising is “information”. So, it is clear that the main task of advertising is communicative function (communication, information). Advertisements provide information about product (service) availability, quality, fields of application, benefits, price, etc. In addition, advertising should encourage purchase and serve to make a profit. So, advertising also has an economic function. Advertising affects the feelings and thoughts of a person by conveying a certain attitude towards reality along with an assessment of the objective world. It represents one of the forms of social consciousness that reflects the social and aesthetic ideals of society. This brings out the impact (expressive) function of advertising. Researches also talk about additional functions that complement the main functions of advertising. Russian scientist E. Vasileva talks about the existence of 5 main functions of advertising: 1) informational and educational function: informing customers about new goods and services; 2) socio-cultural function: contributing to the development and strengthening of aesthetic behavior standards and community life; 3) organizational function: encouraging the organization of society in certain spheres of life; 4) economic function: stimulating the sale of goods and contributing to profit growth; 5) management function: management of the processes of creating preferences of certain groups of consumers for different assortments of goods [1. P. 10].

Y.V. Cheryachukin, in his research devoted to elucidating the legal foundations of advertising, focused on special advertising functions (distinguishing the advertiser's goods among similar products of competitors, informing consumers about the goods, stimulating demand, promoting distribution, forming consumer preferences, reducing the advertising price of goods) and describes the interaction of social functions of advertising (marketing, cognitive, economic, aesthetic, educational) with other spheres of public life[2]. Earlier, the most important task of advertising was considered to be bringing the product to the market and promoting its sale, but it should be noted that today, in modern conditions, the functions of advertising are expanding: in addition to economic tasks, they have an ideological, socially unifying, aesthetic effect on consumers. Advertising, which has characteristics such as showing, turning into one of the means of managing

society, gaining educational value through the formation of culture, is fulfilling its tasks to a certain extent.

French scientist K. Tatilon, in his work on the problems of advertising text and its translation, notes that there are four important functions of advertising texts: a) the function of determining the name and phrase of the advertisement; b) function describing product quality; d) function of puns in advertising; e) the function of comprehensibility and importance of advertising [3. P. 243]. In our opinion, the scientist evaluated the stages and methods inherent in the creation of advertising text as a function.

Uzbek advertising experts have also carried out a number of studies on the field, mainly social, economic, psychological, historical and linguistic aspects of advertising have been studied. The organization of product advertising was studied in A. Azlarova's research, the socio-psychological features of the perception of advertised products in Uzbek families were studied in detail by N. Shomurotova, and the socio-psychological and ethnopsychological tasks of advertising were studied in detail in the interpretation of L. Karimova. While studying the linguistic, cultural and methodological aspects of the translation of advertising texts, U.Mahmudova defines the following as the main ancillary tasks of advertising discourse: a) creating certain stereotypes based on behavior; b) giving influence aimed at reconstruction and strengthening of ancient values in the mind of a person; c) development of advertising environment in society; d) delivery of a product or service aimed at improving the quality of life, its essence, nature, and place of sale; e) public and economic promotion of the promoted product (service) [6. P. 133].

Today, advertising texts are endless and varied. Classification of advertising texts into certain types depends on the communicative tasks of the advertisement and the characteristics of the advertised product. Below we present several classifications of advertising texts, which allow us to review and compare the types of advertising texts proposed by different researchers in this field.

Marketing scientist F. Kotler distinguishes three types of advertising depending on the author's goal: a) informational advertising; b) recommending advertising; c) reminder advertising [9. P.454].

Informational advertising is also called “informational advertising”. An informational ad provides detailed information about the new product being advertised. This type of advertising is mainly aimed at creating primary demand at the stage of product launch. For example: *A healthy liver is the key to a perfect life. But bad habits, alcohol and drugs always affect him. Karsil – protects the liver from toxins and ensures its regeneration. Karsil – strong protection for the liver (from the advertising text of the drug “Karsil”.*

In recommending advertising texts, specific features of a certain product and its advantages over other products are described. In this way, the addressee is recommended to buy the advertised product. Medical advertisements also talk about the need to take a certain drug for the elimination of health problems, and recommend the use of a drug for the treatment of the disease: *Kyupen gel is a pain-relieving and anti-inflammatory drug. Recommended for muscle injuries and back pain, muscle pain, toothache, headache, flu and sore throat. Kyupen is recommended for pain (from the advertising text of the drug “Kyupen gel”).*

We all enjoy good food. But the feeling of joy during eating disappears due to the subsequent heaviness, discomfort and rest of the stomach. How to get rid of it? Try supporting Creon! (from the advertising text of the drug “Creon”).

Reminder advertising aims to preserve the image of goods in the memory of consumers, to maintain awareness about goods, to remind them where, when and under what conditions they can be purchased. Such ads differ from other forms of advertising in that they are short and aim to mention the product name and manufacturer. We observe: *Anzibel has pain in the mouth and throat. It is given without a doctor's prescription. (From the advertising text of the drug “Anzibel”).*

According to E. Serdobinseva, advertisements are also classified according to the method of influencing the buyer (“rational” and “emotional”) and the method of

expression (“hard” and “soft”). Rational advertising informs the customer about the product based on the formula of influencing the logical argument. Emotional advertising focuses on the human emotional factor, so it is usually based on experiences. “Hard” advertising is intended for short-term goals, so it is based on external influence, bright, figurative. “Soft” advertising creates a comfortable emotional environment that informs the customer about the importance of the product [10. P. 19].

Commercial advertising sets itself the task of encouraging the consumer to buy a certain product or use a certain service. And for creators of social advertising, such a task is not important. The purpose of social advertising is to change the attitude of the public to any problem and to form new social values in its audience in the future. Early public service advertising originated with civil society organizations in the United States using public service announcements in 1906, when the American Civil Society called for the protection of Niagara Falls from atrocities committed by power companies. The topic of social advertising is an idea that should have a certain social significance. Social advertising dedicated to common human problems (anti-violence, conservation, children’s health, AIDS, etc.) is intended for the general public. In particular, in our country, in order to protect nature, social advertisements about preserving and protecting mother nature, rational use of natural resources, and vaccination against diseases are being widely promoted through mass media.

In terms of impact, social advertising is more powerful than commercial advertising. Often, social advertising shocks, warns, strongly recommends, and sometimes such ads sound like excerpts from a reference book with rules. Often, the power of a social text is hidden behind a tip or a request. The target audiences of the two types of advertising are significantly different: for commercial advertising, the target audience covers a very narrow circle (a certain segment of society), while for social advertising, the target audience is wide (the whole society).

According to J. Elrod and J. Fortenberry, the main advertising opportunities are classically divided into three categories: print, electronic and outdoor. Newspaper and magazine advertisements in the print category; in the electronic sphere, they include

television, radio and Internet advertisements; and inside the outdoor space there are billboards, street furniture and transit advertisements. Although specific modes of communication differ in form and delivery, they all share the common bond of using mass media to deliver messages to large (i.e., mass) audiences [15].

Y.V. Cheryachukin, in his research on the legal regulation of advertising, proposes to distinguish the following bases for the classification of advertising: a) by targeting the audience (advertising aimed at minors; advertising aimed at adults); b) in the area of distribution (international; national; regional; local importance); c) through a means of distribution (radio and television advertising; print advertising; advertising in film and video services; advertising in information services; outdoor advertising; advertising in vehicles; advertising in mail); d) by content (advertising of alcoholic beverages, tobacco and tobacco products; advertising of drugs, medical products, medical equipment, methods of treatment, prevention, diagnostics, rehabilitation; advertising of weapons and military equipment; financial advertising (including banking activities), insurance, investment services and funds of legal entities and individuals, as well as other services related to the use of securities; advertising of compulsorily certified goods or activities subject to licensing; social advertising; political advertising; advertising not related to business (activity if the advertiser is a natural person); e) in accordance with the conditions of advertising (advertisement - public offer; advertisement - invitation to make offers) [2].

So, advertising texts and their views are diverse, and they serve to expand the audience of addressees (buyers). In our opinion, Y.V. According to the classification given by Cheryachukin, Internet advertising should also be included in the advertising group. Because today internet advertising has developed to an unprecedented level. It should be taken into account that it is not included in Cheryachukin's classification, which is directly related to the period of the scientist's research. So, including internet advertising in the classification Y.V. Cheryachukin. The classification given by Y.V. Cheryachukin can be considered as a perfect classification that covers all forms of advertising.

References

1. Васильева Е.А. Как сделать рекламу эффективной? 25 беспроигрышных идей. Практическое пособие. – Москва: Дашков и Ко. 2009. – С. 10.
2. Черячукин Ю.В. Правовое регулирование рекламной деятельности в Российской Федерации и зарубежных государствах: Опыт. Автореферат кандидат юридических наук. – Москва, 1998. <https://www.dissercat.com/content/pravovoe-regulirovanie-reklamnoi-deyatelnosti-v-rossiiskoi-federatsii-i-zarubezhnykh-gosudar>
3. Tatilon C. Le texte publicitaire: traduction ou adaptation // Meta, 35(1), 1990. – P. 243. <https://doi.org/10.7202/004326ar>
4. Азларова А. Товарлар рекламасини ташкил қилиш ва самарадорлиги (Ўзбекистон корхоналари мисолида): Иқт. фан. ном. дисс... – Тошкент, 2005.
5. Л.Каримова Социально-психологические и этнопсихологические особенности социальных представление и установок личности по отношению к рекламе. Кандидатская диссертация. – Ташкент, 2003.
6. Маҳмудова У.У. Реклама матнлари таржимасининг лингвوماданий ва услубий жиҳатлари: Филол. фан. бўй. фалс. доктори дисс. – Қарши, 2021. – 133 б.
7. Sobirova D. R. (2020). Publitsistik matnlar va reklamalar sarlavhalarining vazifalari xususida. Тил, таълим, таржима халқаро журналы, 3(1).
8. Sobirova D. R. Tibbiy reklamalarda parafrazalar. Молодой ученый 13 (2020): 266-267.
9. Котлер Ф. Основы маркетинга. Краткий курс Пер. с англ. – Москва: Вильямс, 2007. – С. 434.
10. Сердобинцева Е. Структура и язык рекламных текстов. – Москва: Наука, 2010. – С. 19.
11. Sobirova D. R. Tibbiy reklama matnlarini yaratish usullari. Academic Research in Educational Sciences. ARES. ISSN 2181-1385. 2021. March. Volume 2, Issue 3. pp. 1242-1246.
12. .Русаков А. Ю. Романтизм и прагматизм социальной рекламы. http://www.socreklama.ru/analytics/list.php?ELEMENT_ID=4984&SECTION_ID=107
13. Sobirova D. R. Tibbiy reklama matnlarida psixografik xususiyatlarning voqelanishi. Международный журнал Искусство слова 4.4 (2021).
14. Иванова А. А. Строй текста рекламной пропаганды: на материале английского языка: автореф. дисс. канд. филол. наук. – Москва, 2009. – С. 20-21. <https://www.dissercat.com/content/stroi-teksta-reklamnoi-propagandy>
15. Elrod J. K., Fortenberry J. L. Advertising in Health and medicine: Using Mass Media to Communicate with Patients. // BMC Health Services Research. 2020. <https://bmchealthservres.biomedcentral.com/articles/10.1186/s12913-020-05599-3>.