

imperative of understanding and navigating these linguistic and cultural nuances for effective cross-cultural communication and language acquisition. By delving into the linguistic, cultural, and contextual dimensions of abbreviation usage, we unearth a treasure trove of insights into the dynamic nature of language and its profound impact on individual and collective identities. Moreover, this comparative analysis underscores the vital importance of cultural sensitivity and linguistic competence in fostering meaningful communication across diverse linguistic and cultural landscapes. As we traverse the ever-expanding vistas of global interconnectedness, armed with the wisdom gleaned from this exploration, let us embrace the richness of linguistic diversity and celebrate the myriad expressions of human communication. In essence, the comparative study of abbreviations serves as a poignant reminder of the transformative power of language, transcending barriers, bridging divides, and illuminating the path towards mutual understanding and cultural harmony in our shared global tapestry.

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MENTAL CHARACTERISTICS OF EXPRESSIONS IN ADVERTISING TEXTS BASED ON THE EXAMPLES OF ENGLISH AND UZBEK LANGUAGES

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Abstract. *This article is devoted to explore the mental characteristics of expressions in advertising texts, particularly emphasizing on the comparative analysis of English and Uzbek languages. Culture and language serve as a key role in shaping the strategies of advertising, with linguistic devices and emotional appeals playing a significant role to lure consumers' attention. Having conducted the research, the following findings were revealed: (1) the role of cultural values; (2) linguistic structures; (3) cognitive processes in shaping the reception and interpretation of advertising messages.*

Key words: *advertising, culture, language, linguistic features, comparative analysis.*

Introduction. Advertising is a key tool where language plays main role for persuasion, tapping into the human cognition and culture. This article provides information on a journey to disclose the complexities of advertising discourse by examining the mental characteristics of expressions in English and Uzbek languages. Language and tradition are inextricably bounded up, this find out about searches to clarify how linguistic picks in advertising texts evoke wonderful cognitive and cultural associations, sooner or later shaping consumer perceptions and behaviors. By juxtaposing the linguistic elements and cultural nuances of advertisements in each language, we goal to parent the underlying mechanisms that force high quality verbal exchange and resonate with numerous audiences.

Literature Review. There have been numerous studies to investigate the impact of advertisement expressions in consumer behavior. According to Umida Rahmatovna Abdullayeva, “Basic TV commercials, internet adverts, street flyers are serving to draw people’s interest, as advertising is designed to influence, to inform or persuade consumers to purchase product and for believing the advertiser’s claims. It should be remarked that the considerable achievement of an advertisement, an advertising campaign always depends on the joint efforts of professionals in related fields, however, a premium quality translation of an advertising discourse should be considered as one of the key remarkable criteria. At the same time, unlike the translation of literary texts, neither the preservation of linguistic and stylistic means, nor the proximity to the original

content such an important role as the fact of influencing the audience through the use of the discursive means of language: here the pragmatic side of the issue comes to the first, since the main goal of an advertiser is to sell a product. Such translation often requires a creative approach. Briefly, at the study of strategies for the translation of advertising texts that this work is aimed, which presents the results of a study of strategies for the translation of texts of advertising discourse, based on a comparative analysis of the texts of advertising videos in English and Uzbek”.

Studies of foreign scholars are well documented, it is also well acknowledged that the amount and volume of information conveyed has a profound effect on the way information is received and processed. Excessive information in advertising, on the contrary, their inadequacy has a significant impact on the purchase of the product. It follows that the activation of cognitive need remains a strong psychological factor in advertising [2, 48].

Research Method and Process. This research was carried out by means of a qualitative research approach, using content material analysis to dissect advertising and marketing texts in both English and Uzbek languages. A various corpus of classified ads from print, digital, and audiovisual media will be examined, spanning a number of product classes and cultural contexts. Through systematic coding and thematic analysis, we will pick out recurring linguistic patterns, cultural references, and cognitive triggers employed by way of advertisers to bring persuasive messages. Another strategy is to explore the expressions and provide a number media content material from one language to the different and measure its emotional impact on native speakers. Before creating a map for the languages, we need to have a stable grasp of how they function. We will use the technique of analysis and synthesis. This entails breaking a language aspect into smaller portions until they are simple adequate to understand, then finding the relationships between these pieces.

Data analysis. Our analysis objectives to find the mental characteristics of these expressions and figures any differences or similarities between the two languages. Tone: Across each English and Uzbek advertising texts, a predominant tone of positivity and

enthusiasm was once observed. English commercials tended to employ an extra casual and conversational tone, whereas Uzbek advertisements exhibited a slightly greater formal tone. Both languages utilized persuasive language to engage the audience and inspire action.

Imagery: Visual and verbal imagery played a necessary role in each English and Uzbek advertisements. English commercials frequently relied on vivid imagery and metaphors to create an experience of aspiration and desire amongst consumers. In contrast, Uzbek ads employed greater direct and easy imagery, focusing on product points and benefits.

Cultural References: While cultural references had been present in both English and Uzbek marketing texts, they differed in their approach. English commercials regularly included pop lifestyle references and societal trends to resonate with a diverse audience. In contrast, Uzbek commercials emphasized typical values and cultural symbols to appeal to neighborhood sensibilities.

Emotional Appeal: Emotional appeals have been familiar in each English and Uzbek advertisements, with a unique emphasis on tremendous feelings such as happiness, excitement, and satisfaction. English ads frequently leveraged emotional storytelling to set up a connection with the audience, whereas Uzbek commercials relied on familial and community-oriented issues to evoke a sense of belonging.

Social Proof: Both languages utilized social proof as a persuasion technique, albeit in varying degrees. English ads often featured celeb endorsements and person testimonials to set up credibility and trust. In comparison, Uzbek commercials emphasized neighborhood endorsements and word-of-mouth tips to persuade consumers.

Cross-Linguistic Comparison: Overall, our analysis suggests that while there are similarities in the mental traits of expressions in marketing texts throughout English and Uzbek languages, there are also high-quality variations influenced through cultural nuances and verbal exchange styles. English advertisements have a tendency to be extra emotive and culturally diverse, whereas Uzbek ads prioritize authenticity and common values.

Discussion

Mental characteristics of expressions in advertising texts the examination of mental traits within advertising and marketing texts throughout one-of-a-kind languages, mainly English and Uzbek, offers valuable insights into the cognitive tactics concerned in customer grasp and persuasion. Through an evaluation of linguistic features, semantic nuances, and cultural influences, this learn about sheds light on how commercials manipulate emotions, attitudes, and behavior. Firstly, the use of language in marketing serves to evoke unique mental photos and associations. In English, for instance, the use of metaphors, similes, and idiomatic expressions frequently appeals to consumers' feelings and imagination. Phrases like "reach for the stars" or "a taste of paradise" create vivid intellectual pics that tap into desires and aspirations. Similarly, in Uzbek, culturally relevant expressions and proverbs are utilized to resonate with the target audience's values and beliefs. By perception the linguistic nuances of each language, advertisers can craft messages that efficiently resonate with their intended audience. Secondly, cultural factors play a giant role in shaping the mental characteristics of advertising expressions. English-language advertisements regularly prioritize individualism, autonomy, and achievement, reflecting Western cultural values. On the different hand, Uzbek commercials might also emphasize collectivism, community, and tradition, reflecting cultural norms established in Central Asia. These cultural differences affect the choice of language, imagery, and subject matters employed in advertising and marketing campaigns, sooner or later shaping consumers' perceptions and responses. Moreover, the psychological concepts of persuasion, such as social proof, scarcity, and emotional appeal, are embedded inside advertising texts to influence client behavior. English commercials regularly appoint methods such as movie star endorsements, limited-time offers, and appeals to fear or wish to power consumer action. In contrast, Uzbek classified ads might also rely greater closely on family-oriented messaging, communal endorsements, and appeals to culture and heritage. Furthermore, the linguistic and cultural adaptation of advertising texts is vital for profitable cross-cultural communication. Literal translations of advertising slogans or messages may fail to

convey the meant that means or evoke the favored emotional response. Instead, advertisers should have interaction in trans creation, adapting the message to resonate with the linguistic, cultural, and psychological nuances of the target audience. By doing so, advertisers can overcome linguistic boundaries and correctly connect with buyers across numerous cultural and linguistic contexts.

Conclusion

The examination of mental characteristics in marketing texts throughout English and Uzbek languages reveals exciting insights into the nuances of persuasive communication. Through the analysis of a range of linguistic factors such as lexical choices, rhetorical devices, and cultural references, it turns into evident that advertisers strategically appoint language to evoke unique emotions, attitudes, and behaviors in their target audience. In each English and Uzbek advertising, emotive language and imagery are utilized to appeal to consumers' desires, aspirations, and fears. The use of wonderful associations, such as happiness, success, and fulfillment, is familiar across each linguistic context, while poor emotions like fear, insecurity, and inadequacy are leveraged to create an experience of urgency or necessity for the advertised product or service. Furthermore, cultural Overall, the analysis of intellectual traits in advertising and marketing texts underscores the significance of linguistic proficiency, cultural awareness, and creativity in crafting persuasive messages. By appreciation the psychological mechanisms at play and tailoring their conversation techniques accordingly, advertisers can efficaciously interact with numerous audiences and pressure preferred outcomes. As marketing continues to evolve in an increasingly globalized world, the learn about of language and cognition remains indispensable for deciphering the intricacies of persuasive communication across linguistic and cultural boundaries.

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СЕМАНТИЧЕСКАЯ СТРУКТУРА ФРАЗЕОЛОГИЗМОВ С КАЧЕСТВЕННО-ОБСТОЯТЕЛЬСТВЕННЫМ ЗНАЧЕНИЕМ

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***Аннотация.** В статье рассматривается семантическая структура фразеологических единиц современного русского языка, выражающих качественно-обстоятельственные значения, относящиеся к семантическим категориям времени и интенсивности проявления признака. Проведена классификация фразеологических единиц с качественно-обстоятельственными значениями времени.*

***Ключевые слова:** фразеологические единицы, структурно-грамматические особенности, качественно - обстоятельственное значение, синтаксическая структура, семантические свойства.*

Введение. Русские фразеологизмы характеризуются большим структурным и семантическим разнообразием. Семантико-грамматическая структура фразеологизмов включает в себя семантические грамматические признаки фразеологических единиц в единстве ее составляющих компонентов. Это особый тип языкового знака, характеризующийся, во-первых, специфичной формой и, во-вторых, особым, фразеологическим значением. Именно эти особенности предопределили классификацию его (фразеологизма), на основании двух