

LINGUISTIC ANALYSIS OF THE ECONOMIC IMPACT OF ADVERTISING TEXTS IN THE UZBEKISTAN LANGUAGE

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Abstract

In this article, we conducted a linguistic analysis of advertising texts in the economic life of Uzbekistan. In the article, we studied the economic aspects of the language of advertising, analyzing what economic goals advertising texts serve in terms of language and meaning, and what linguistic techniques are used to advertise goods or services, and expressed our scientific views on this matter.

Keywords: Advertising texts, economic impact, linguistic analysis, economic consciousness, Uzbek language, features of the language of advertising, economic communication, language and economics, economic consciousness.

Introduction

Advertising is an important mechanism that influences economic, social and cultural processes in society as a means of communication. Nowadays, advertising is considered not only to promote products or services, but also as a tool that has the power to shape broader economic changes. The advertising industry in Uzbekistan is developing rapidly, and the possibilities of advertising to influence through language and its economic effects should be the basis for many studies.

The economic impact of advertising texts is mainly manifested through the linguistic, semantic and pragmatic aspects of the language. It is necessary to analyze advertising texts in the Uzbek language and study how they help to raise economic awareness and interest consumers in certain products or services. Linguistic means used in advertising texts, terms and strategies created in the language and influencing them play an important role in shaping the economic consciousness of society.

The language of advertising texts is considered a necessary tool, especially for strengthening economic influence, for quickly and effectively conveying information about goods and services. Unlike other linguistic studies, this article examines not only the linguistic aspects of

advertising, but also its impact on the economic consciousness of society, and the role it plays in making economic decisions.

Main Part

Advertising is the main means of promoting products or services in society. Advertising of goods or services is aimed at attracting potential customers by evoking positive images and emotional reactions in the language. Advertising texts are created for economic purposes and, with their economic impact, in many cases guide consumers in making economic decisions. This process is of particular importance for the advertising market of Uzbekistan, since the development of the advertising industry in the country contributes to economic growth and increased competitiveness.

Advertising texts in the Uzbek language serve two main purposes of advertising - the formation of economic consciousness and attracting consumers. The structure and semantic aspects of the language of advertising, as well as their semantic effects, are one of the main means of attracting users. Linguistically, the economic impact of advertising texts is realized through the color, grammatical structures and layers of meaning of the language addressed to customers. The economic impact of advertising texts in the Uzbek language should be studied from several aspects. The main ones are as follows:

Semantic structure: Economic terms and concepts used in advertising texts play an important role in showing consumers the advantages of a product or service. Economic concepts in advertising texts (for example, "advantage", "profit", "cost of operation", etc.) are often aimed at changing the behavior of the audience. These terms provide their special meanings through the language of advertising[1].

Linguistic methods: Most of the language methods in advertising texts (rhetorical questions, comparisons, metaphors, parallelism) are used for economic purposes. Through these methods, advertising aims to attract the audience, offer a product or service and adapt it to the consumer's desires[2].

Layers of meaning and target-oriented language: Advertising texts have specific layers of language designed depending on the target audience. In the advertising market of Uzbekistan, many texts are often presented through the media, social networks and other means of communication in order to have an effective economic impact. This, in turn, serves to form economic consciousness and change consumer decisions[3].

The strategic aspects of advertising texts ensure the connection of language with economic processes. To do this, when creating advertising, the target audience is analyzed and appropriate language techniques, including economic concepts, terms and definitions, are used to arouse the interest of the audience. In this regard, it is necessary to mention the communication mechanisms based on the language of advertising.

Advertising texts, in many cases, through the use of linguistic means, increase economic literacy and have a positive impact on economic changes in society. In Uzbekistan, this process is often used to form public opinion on certain products and services. For example, advertising texts aimed at the development of the national economy of Uzbekistan provide special



information about the role of the Uzbek language in economic processes, which forms economic consciousness and influences the adoption of new economic decisions in society[4]. When analyzing the connection between advertising and linguistics, the influence of language on economic processes is directly reflected in the advertising texts themselves. Advertising texts in the Uzbek language often use language that describes various aspects of economic activity in a specific way. This process helps to more clearly demonstrate the economic role of advertising from a linguistic point of view[5].

Economic terms used in advertising texts and their semantic layers shape the purchasing behavior of customers. This process includes the economic impact of language and helps the audience change decisions about goods or services. The relationship between the social and economic context of advertising language and the technological and pragmatic aspects of language deserves special attention.

Conclusions and Suggestions

The linguistic analysis of the economic impact of advertising texts in the Uzbek language shows that the influence of advertising language on social and economic processes is very large. Linguistic means used in advertising texts, especially economic terms, semantic structures and stylistic elements, are of decisive importance in forming the economic consciousness of consumers, making purchasing decisions, and creating perceptions of products and services. Informing the population about economic activities and goods through the advertising system in the Uzbek economy is one of the important means of forming economic consciousness. Advertising texts play a major role not only in promoting goods and services, but also in developing economic culture in society and raising the standard of living of the population. According to the results of the analysis, consumers are helped to make economic decisions by effectively using the semantic and grammatical features of the Uzbek language in advertising texts. It is also possible to increase economic literacy in the Uzbek language through special economic terms used in advertising language and their explanations. Such texts play a major role in attracting the audience, encouraging the sale of goods, and also in developing economic awareness in society.

In addition, through the language of advertising, it is possible to provide broader information about economic activities in the country, to direct consumers to specific needs and interests. The introduction of new concepts and terms related to economic sectors in advertising texts helps to increase the economic literacy of society. Also, through the language of advertising, it is possible to inform consumers about prices, promotions, product qualities, and to form economic interests.

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