

WORD PLAY IN ADVERTISING SLOGAN
ИГРА СЛОВ В РЕКЛАМНОМ СЛОГАНЕ
REKLAMA SLOGANDAGI SO'Z O'YINI

Mirzayeva Dilshoda Ikromjonovna

FSU, Doctor of philosophy (PhD)

dilshoda332@prof.fardu.uz

Odilbekova Nilufar Zafarbek qizi

Master's student, FSU

zafarovnan@gmail.com

Abstract. The subject of the article is word play in advertising slogan, considered as a linguistic phenomenon and a combination of verbal and nonverbal signs. The use of a slogan gives the advertising message an additional stylistic load, and the means of creating imagery themselves signal the presence of implicit meanings that increase the expressiveness, emotionality and suggestive impact of the advertising message on the addressee.

Key words: word play, advertising, slogan, impact, addressee.

Абстрактный. Предметом статьи является игра слов в рекламном слогане, рассматриваемая как лингвистическое явление и совокупность вербальных и невербальных знаков. Использование слогана придает рекламному сообщению дополнительную стилистическую нагрузку, а сами средства создания образов сигнализируют о наличии скрытых смыслов, повышающих выразительность, эмоциональность и суггестивное воздействие рекламного сообщения на адресата.

Ключевые слова: игра слов, реклама, слоган, воздействие, адресат.

Annotatsiya. Maqolaning mavzusi - reklama shioridagi so'z o'yini, til hodisasi va og'zaki va og'zaki bo'lmagan belgilar kombinatsiyasi sifatida qaraladi. Shiordan foydalanish reklama xabariga qo'shimcha stilistik yuk beradi va tasvirni yaratish vositalarining o'zi reklama xabarining ekspressivligini, emotsionalligini va qabul

qiluvchiga taklif qiluvchi ta'sirini oshiradigan yashirin ma'nolarning mavjudligidan dalolat beradi.

Kalit so'zlar: so'z o'yini, reklama, shior, ta'sir, adresat.

The main tasks of the linguistic description of advertising structures are the identification of communicative patterns, the formation of a certain idea of reality, the right attitude to it, the emotional reaction necessary for the addressee to the author, and the allocation of principles for the selection of advertising-laden facts and their presentation in a certain light in order to influence the intellectual, volitional and emotional sphere of the addressee-reader.

Advertising slogans are part of every person's daily life. It is difficult to imagine the life of modern society in its current state without advertising, which is associated with the promotion of goods to the market and its subsequent sale. Advertising is a special combination of information and communication. It is not by chance that its focus on promoting new achievements in the field of trade and services, creating a positive image of a product/ trademark has a specific impact on the addresses of ta, forms a strategy for its behavior. This explains, not least, the relentless interest of domestic and foreign linguists to the range of problems related to the study of advertising, means of expression in it, as well as clarifying the role of the advertising text as a complex of linguistic means of different levels that influence the formation of stereotypes and images in the consumer's mind.

There is a specific act of communication, there are participants, the method of communication, the code/language, the information message and the attitude to it, advertising has its own characteristics of influence and perception by the consumer. In this process, the main task of the advertiser is to bring about certain changes in the behavior of the potential communication partner. Therefore, advertising is designed to perform the following functions:

1. An informative function that consists in communicating the necessary information about an advertising object (commodity or product).

2. In the terminology of different authors, an affective (stimulating, exhorting, agitating or competitive) function, which is emotional (provokes, stimulates a certain emotional reaction), aesthetic (affects advertising as a work of Art, where the form of Appeal plays a role) and persuasive functions. In competitive conditions, the desire to select and purchase similar goods is the essence of this function.

3. A reminder (safe, reinforcing) function that consists of reminding consumers where to buy a product; keeping the product in consumer memory during the off-season; a function necessary to be able to maintain a high level of product awareness. Advertising should constantly maintain loyalty to the brand, remind of its name, advantages, price, etc.

Given that advertising penetrates into different areas of society: production, social, moral and legal, in addition to the main functions mentioned above, it is possible to add an educational function that ensures the promotion of various innovations in all areas of production; and consumption, healthy lifestyle, etc.; advertising social function aimed at forming consciousness, strengthening communicative ties in society and improving; aesthetic function aimed at the formation of consumer taste; economic function-such as trade in goods, services, as well as investment.

At the same time, the majority of researchers are in favor of referring advertising messages only to positive emotions. "Any advertisement should only evoke positive emotions. Positive emotions disappear very slowly, much slower than negative emotions. Positive emotions help a person remember and reproduce the information received correctly and for a long time. Negative emotions, on the contrary, contribute to the violation of the information received. - says Lebedev. Of course, people like things that, in any case, are excellent for more positive phenomena, things, memories. Advertising sentences, which are noted to give just such emotions, therefore attract people and can easily take their place from their hotter. As an example, take Coca-Cola advertising. An advertising slogan like "COCA-COLA – OPEN HAPPINESS" , “THINGS GO BETTER WITH COKE” and

a video about meaningful conversation together in a family circle will definitely be able to influence people.

Summing up the above, it can be noted that the advertising situation of communication has its own characteristics, which are determined by many extralinguistic factors, among which marketing, social and psychological factors can be distinguished. In this, the effect on advertising should take into account the entire spectrum of the psychological sphere of a person.

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