

CONTAMINATION IN ADVERTISING SLOGANS

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Annatation. In contemporary advertising, the theme of contamination often emerges subtly yet significantly in slogans. This annotation aims to explore how the concept of contamination is utilized in advertising slogans, both consciously and unconsciously, and its implications on consumer behavior and societal values.

Key words: slogan, proverbs, idioms, impact, association.

One of the most effective ways to implement wordplay in advertising is through contamination. We have a broad understanding of contamination based on the following rules:

- 1) formally represented in the neoplasm by at least one letter (more specifically a phoneme), with both source words;
- 2) in the sense of neoplasm, the meanings of both source words are connected in a complex way.

Contamination is more successful when built into the game not only by shape, but also by meaning. Strictly speaking, contamination is a new word with graphics and spelling, but created on the basis of long words, and therefore associated with their appearance. They always contain (at least in the form of a phoneme) two different words, and therefore there is a place for word games, there is a choice. Contaminations often allow a violation of the spelling norm, and in this case, graphic separation is the only way to avoid strengthening the abnormal appearance of the word in the memory of carriers.

Because the chosen part it is perceived as something unusual in the usual word. In other words, violation of the norm is possible only if there is a norm. In recent years, the number of contamination units has increased, the process of their elongation is observed, but with graphic separation, contamination as a new type of

innovation appeared only in the last years of the 20th century and continues to increase their productivity:

“Swatch. Others just watch” (Swiss Swatch watch) is where trademark perception optimization is being achieved by cross - referencing the product name and trademark manufacturer Swiss watch. Also:

“Shrimply elegant” (seafood Treasure Isle Inc.) < (shrimp + simply);

“Epileather” (Louis Vuitton bags) < (homophonic appeal + leather);

“Pure snacking. Pure snack activity” (nut KP Peanuts) < (snack + activity);

“Chexellent, or what?” (Frozen Chex frozen food) < (Chex + excellent);

“CHEERsillat, and you'll do it all.” (Cheers chips) < (Cheer +sillat)

Phraseological contamination is evident in the example of the following given slogans:

“On the rocks and roll ”(Bailey liqueur), along with the meaning of a stable combination of “with ice” and rock and roll on rocks, also means “to be happy” in music. Other than that, in this slogan:

“A Mars a day helps you work, rest and play” (Mars batons) uses the product name instead of the traditional an apple proverb.

“It's love at first bite” or “Love in the first soup/spoon” (Galina Blanca extracted products soup) - variation of phraseological unity (at first sight);

“Lux every day keeps old hands away” (lux soap Lever Bros. Co.) < An apple a day keeps a doctor away;

The use of modified Proverbs as a slogan is explained by the high efficiency of the unpredictable effect. Replacement or inclusion in Proverbs leads to the fact that the addressee sets something new, unpredictable. In a long-known statement, the unexpected phenomenon of the appearance of any element is used as one of the main ways to increase the pragmatic potential of the language unit.

Not only traditional or continuous idioms, but also quasi idioms are capable of transformation, that is, not stable combinations in their traditional concepts, but only verbal associations similar to them. In this study, we use the term “precedent texts” to

refer to such units. Precedent texts are those that are known to most monolingual speakers and are understood as texts or textual elements that are easily recognized by them in any change. A precedent text is a text that is characterized by different spatial dimensions and has precedence, which can occur within the ethno-cultural community and within one or another socio-cultural community, as well as within the boundaries of relatively small social groups. Precedence involves the use of already known facts in a new communicative situation in the nominative process, in which these facts serve as signs with a strictly defined meaning that is, providing for the corresponding society specific images that penetrate into its cognitive consciousness. It can be the property of every member of a linguistic-cultural community.

The basis for understanding phrases with prepositional texts is background knowledge-an element of the semantic structure of a statement, which is clearly not specified in the text, is characterized by a multilevel, semantic ambiguity. Background knowledge forms the background level of phrases built on the basis of previous texts. In recent times, the idea of convolution has become increasingly common in linguistics, which can be included in secondary nomination symbols, which involves the introduction of memory mechanisms, the unity of the vertical context created by background knowledge.

Variations of both the definitive phraseological units and the precedent texts are used to enhance expressiveness and emotional impact, providing a way to update the advertising slogan's association with the precedent text in structure and content.

Prepositional texts are used in various functions as part of advertising slogans: in addition to nominative, appellative, informative and engaging, they perform the functions of Speech Influence.

“A mind is a terrible thing to waste” (United Negro College Fund-fund to help African Americans) by replacing “time” with “mind”;

Contamination in advertising slogans illuminates the complex interplay between commerce, culture, and conscience. By examining linguistic, cultural, environmental, and ethical dimensions of contamination, we gain insight into the

mechanisms through which advertising shapes perceptions, values, and behaviors. Ultimately, understanding and critiquing these dynamics is crucial for fostering more informed and responsible consumption practices in contemporary society.

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