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EXPRESSION OF THE UZBEK NATIONAL WORD GAMES IN ADVERTISING TEXTS

Abstract: In this article, the Uzbek national word games, their types and their specific features are analyzed by the example of advertising text. The manifestation of word games on language levels is explained by linguistic evidence that its types, such as "phonostilistic game", "Phonographic game", "lexical-semantic game", "morphological game", "syntactic game" are the main stylistic figura that forms the advertising text.
Key words: advertising, uzbek national word game, wordplay, askiya, pun.
Language: English
Citation: Dusmatov, H. X. (2021). Expression of the Uzbek national word games in advertising texts. ISJ Theoretical & Applied Science, 11 (103), 876-882.
Soi: http://s-o-i.org/1.1/TAS-11-103-100   Doi: crossref https://dx.doi.org/10.15863/TAS.2021.11.103.100
Scopus ASCC: 1200.

Introduction

Language is an integral part of everyone's life. A person who has mastered the language will not only be a good communicator, but will also be able to excel in their professional activities, such as advertising. Word games give us ample opportunities in this area. So what are some aspects of interesting advertising that appeal to consumers? The puzzle in the ad attracts attention, encourages reflection. Creating unique, memorable texts does not cause rejection by consumers, but becomes a consumer product. To do this, the creator of advertising must be creative, have a broad imagination, artistic taste, and most importantly, be able to understand and reflect the stylistic possibilities of the native language, the hidden expressions of linguistic units.

The main

Today, the development of advertising has led to the transformation of advertising activities into a special social institution that meets the public demand for advertising services.

Word play is a broad phenomenon that occurs in colloquial speech, journalism, fiction, and advertising. VZ Sannikov gives the following definition of language play: "language play is a certain linguistic asymmetry (or abnormality) and, most importantly, a purposeful inconsistency performed by the speaker (writing). At the same time, the listener (reader) must understand that it is "deliberately said so," otherwise he will simply misinterpret the relevant expression" [1:23]. Accordingly, word play can be defined as follows: word play - art- the aesthetic task is a playful combination of words loaded [2:23; 3:32-38]. It is a comprehensive linguistic phenomenon; is a formal and meaningful game focused on different understanding, interpretation and interpretation [4: 108-111]. Word play is an interesting product that attracts the listener's attention with its expressive-aesthetic aspects [5: 538-542]. The emergence of word play is related to the human mental world, concepts, and linguistic skills [6: 144].

Word games in advertising texts perform the following functions:

Aesthetic function: The main aspect of word play is its aesthetic function. Researchers believe that the aesthetic aspects of word play fulfill the poetic function of language. The pleasure experienced by the speaker and the listener is a sense of the beauty and grace of what is being said [7: 412-425].

The task of creating a comic effect: to interest the interlocutor, to cheer him up, to make him laugh. Depending on the specific situation, this intention is

manifested in oral speech in the form of jokes, puns, anecdotes, and other forms [11: 32-38; 12: 89-92].

The function of language to realize its internal, "natural" features is its structure and functioning in society. A language game is a constant violation of certain rules or a balance on the edge of a norm.

These violations are not accidental, they occur according to certain rules, subject to existing laws [8: 148-154; 9: 112-115].

Creativity function: word games are one of the sources of language enrichment. A new approach, a unique, bright and cost-effective way of expressing ideas is important [13: 534-537; 14: 553-555].

Pragmatically, the word game also serves as a mask. In this case, it is not the content that is described, but the contractual relationship between the speaker and the listener, the knowledge, the agreements they make: language humor allows to bypass the "cultural censorship". Humor allows you to "hide" the message and thus express forbidden content for a variety of reasons.

The word games in the ads made to improve the purchase of products will be memorable. To do this, instead of terms that are difficult to remember, popular or ridiculous words and phrases should be used: "Tak-tak to ho-ho" (trimol drug).

On the basis of language levels, word games of an advertising nature can be divided into several types: phonetic; graphics; morphological; derivation; lexicon; syntactic.

Doing word play in advertising texts creates a certain linguistic disorder, but this disorder is consciously tolerated, not because of the advertiser's illiteracy. Otherwise, it will be a language and speech error, not a word game. The main purpose of word play in advertising text is to draw attention to the advertising message, not to the product itself. It is important to achieve this goal, because the volume of advertising in all media today is so large that it is no longer perceived in the minds of people, let alone separate any personal messages from this powerful stream. Word games, on the other hand, are designed to "capture" human attention with their uniqueness.

The use of word games in the advertising of various products has a specific purpose. In such cases, the "attention-grabbing" and "advertising" functions of the word game come to the fore. Accordingly, vivid examples of the use of word games can be found in advertising slogans. The slogan will be short, effective, easy to understand, and shape the advertising idea.

The reason for the active use of various graphic tools and symbols in the creation of advertising texts is, firstly, faster exposure to the minds of the modern generation with a new rhythm of life through bright, meaningful, short texts, and secondly, improving product sales. This requires a departure from the norm, i.e. the use of abnormal expressions rather than information in the normal state. For example:
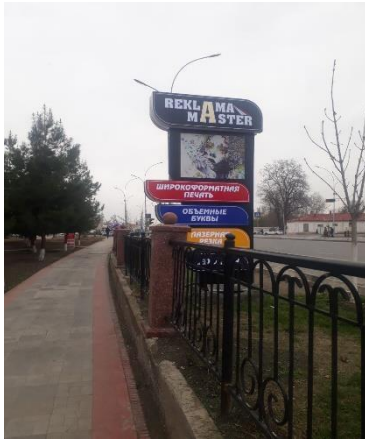

Picture 1.

The word play in the name of this product is done with a word related to the Russian language. By expressing the component "sto" in the Russian word prosto (simply) with the number 100 (sto), the product name was called PRO100 SOK - "simply juice". (Juice produced in Uzbekistan). It seems that in the text of Uzbek-language advertising products there are cases of using Russian and English units.

Advertising-type texts are based on stylistic writing. The following aspects of stylistic writing, namely:
- non-compliance with strict rules;
- freedom;
- design;
- unusualness;
- economy;
- differs from orthographic writing in expressive and aesthetic aspects.

Figures 1,2,3.

In Figure 1-2, the word game is based on linguistic savings, while Figure 3 shows a design process for product advertising. This suggests that unusual forms of expression in context depend on the style of the speaker. As a result, special nonlinear forms are "invented" by the user of language units. The graphic design of the text, on the other hand, not only attracts attention and interest, but also integrates the advertising message into a single semantic field. Sometimes it even refers to something specific. In order to express the connection of the book with the spectacles in the following context, it was necessary to create a unique creativity, an original idea:
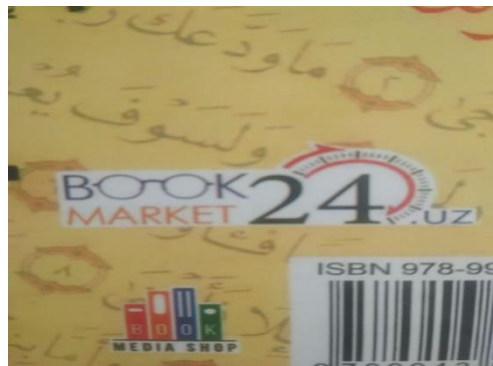
Picture 2.

Apparently, with the separate processing of the letters o in the English word book (book), firstly, the spelling requirements were violated, and secondly, additional information was expressed. Such unusual expressions are distinguished by their strong influence on the subconscious.

It turns out that there are different language techniques in the world of advertising. One of these methods is the font separation method. The essence of this technique is as follows: by changing the font (changing the size, color, shape of the letters) additional meaning is extracted from the keyword - the concept being advertised. For example:

Picture 3.

If we analyze the factors of word play in this ad text, it becomes clear, first of all, that the station is designed for car maintenance. For this reason, in naming the station, the speaker made a linguistic observation and chose the word 'authority'. Because the word contains the word "auto" at random. In addition, the fact that the outlet is called "authority" gives consumers pleasure. Third, by separating the word "authority" into two different colors: auto + authority, more than one expressive-aesthetic message was achieved. This is an indication of the advertising creator's wording skills in the example of the named object.

It should be noted that there are two trends in the choice of font for advertising text:

1. The highlighted word is directly related to the advertising text and the meaning of the advertised product. ("Authority").

2. The additional meaning given to the text by the mentioned word is not related to the main meaning of the advertisement and the purpose of using such technique often serves to attract the attention of prospective buyers or consumers with its specificity (reklama master).

Numbers, punctuation marks, various signs, symbols, commonly referred to as paragraph elements, are widely used in advertising. Numbers are one of the most commonly used paragraph elements in creating ad text:

Picture 4.

There is no doubt that advertising should be in a language understandable to the consumer, so if concepts such as the dollar and the euro (and the symbols they represent - $ and €) are firmly entrenched in our daily lives, they should be reflected in advertising: $ pec prices (spes prices - special prices) meaning); € windows (Euro windows meaning).

At the morphological level, word play is one of the most complex and subtle types of word play in advertising language. To understand such a word game, the addressee must have certain language skills aimed at decrypting. A person familiar with the rules of the Uzbek language should be able to detect and analyze linguistic "disorders" in the morphological system, thereby linguistically assessing word play that consciously violates the norms and rules of the language.

Occasional word formation is a striking manifestation of the morphological word game method. This will focus on drawing the consumer's attention to product quality. For example, the formation of the Uzbek occasional word "fayzburger" in the form of neologic words such as "hamburger", "cheeseburger" (food names) and its use as an advertisement has linguoculturological aspects. Such word game techniques are used to create an original linguistic product:

Picture 5.

In this case, word play in the text of the national food advertisement was developed in connection with occasional word formation. In other words, the national occasional derivatives - **fayzburger, chefburger** - were used as product names on the basis of the pattern of terms that represent the names of dishes, such as **hamburgers, cheeseburgers**, which are derived from English in Uzbek. We find such an individual approach in the naming of more retail stores.

In the following example, we can see that the speaker occasionally formed a compound word in the obrevitation method:

Picture 6.

Word play in product naming is also based on anthroponyms:

Picture 7.

The name of this product is "Johon Khrust" and the word "world, world" is named after the artist Jahongir Foziljanov. Thus, the word "world" was transferred to the name of the product.

It is possible to create a text with different presuppositions through stylistic writing in promotional materials. In the following text, political discourse is expressed in this way:

Picture 8.

In this propaganda banner, the content of "Presidential Candidate Alisher Kadyrov" ("Kadyr - capable, worthy and worthy person") with bright colors obscured the color of the word "candidate" and obscured the suffix -ov in the word "Kadyrov" "Presidential candidate Alisher Kadyrov". the content

is transformed into a precursor. In fact, the proposition and presupposition of the speech should be the opposite, that is, the content of "Presidential candidate Alisher Kadyrov" should have been given as the main information. Thus, additional information was provided through word games and political discourse was expressed. This can be seen in the fact that during the presidential election campaign in Uzbekistan on October 24, 2021, the presidential candidate Shavkat Mirziyoyev was presented on the basis of a stylistic inscription in the form of "Shavkat MIR21YOEV".[1].

In the form of oral speech, there are cases when the speaker produces a word game using the product name. For example, the names of drugs: "trimol" - "tur, mol", "paracetamol" - "prosta mol", etc.. And when naming a product, the use of puns sometimes encourages consumers to think, and thus stays in their minds for a long time. For example, "Region 14" (show name):

Picture 9.

Conclusion

In conclusion, word play, which occurs in advertising and propaganda-type texts, is the most important form of effective communication.

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[1] See the article entitled "CEC reacts to the T-shirt of the Presidential Spokesman with MIR21YOEV's inscription." https://bugun.uz/oz/2021/09/23/msk-prezident-matbuot-kotibining-mir21yoyev-yozuvi-tushirilgan-futbolkasiga-munosabat-bildirdi

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