

THE NATIONAL - CULTURAL FEATURES OF THE MODERN MEDIA LANGUAGE

¹Qunduz Mustaqimova Sobirovna

ABSTRACT – any advertising is a means of conveying information to the listener. So, the primary and main element of advertising is the language. The text of advertising has a number of features that are different from other types of street advertising language (captions, slogans, posters).

Key words – advertising, primary and main element of advertising, street advertising language, captions, slogans, posters, media linguistics.

I. INTRODUCTION

It is well known that the ideas expressed in any text are expressed through the language units in it. The peculiarity of the text is the interdependence, coherence and integrity of the language units within it. Semiotics refers to any form of communication, that is to say, under the text. The means to ensure proper text reception is not only the language units and their interconnectedness, but also their understanding and communicative background.

Street advertising texts is important thing. The captions, images, symbols, and symbols reflected in them depend on the semantics of the advertising text.

II. LITERATURE REVIEW

Expressive language tools are essential tools in uncovering key aspects of the product being advertised. For example, visual promotional texts are used as a linguistic tool to refer to a category of quality that is generally highly emotional - expressive. This is because the services that are being advertised, and the distinctive features and benefits of the products, are usually made only by the category of quality words. For example, fragrant, delicate, transparent, pure, original, authentic, natural, genuine, cheap, popular, affordable, cute, beautiful, bright, handsome, oristical, elegant and so on.

III. ANALYSIS

Advertising types and uses. The types of advertising, their general descriptions, and ways of use are subdivided into:

- exhibition advertising;
- printed advertising;
- poster and graphic advertising;
- movie advertising;

¹ A teacher of The “Uzbek language and literature” department of The Bukhara Engineering and technological institute

- radio advertising;
- lighting advertising.

Exhibition advertising is the most common type of advertising. The main purpose of exhibition advertising is to introduce to consumers the range of goods available for sale, to promote a wide range of products that are not yet known or unknown to consumers, to remind merchants that they need to make timely purchases of seasonal goods. Entrepreneurs involved in commercial activities require that they place their advertising on the following requirements:

1. Exhibitions should be clearly visible on the street.
2. The exhibition will only contain goods available for sale and intended for sale, not temporary or purchased goods.
3. The sample of the goods on display must be clearly marked and clearly labeled.
4. Exhibitions should be changed at least twice a month.

The size of the exhibition space will vary according to the characteristics of the goods offered for the exhibition:

- it is recommended that the size of exhibition space where food products are placed is from 1 to 2 meters;
- 3 meters or more in large retail chains, supermarkets, department stores and shopping centers;
- for small goods, souvenirs, perfumes, jewelry, from 0.80 to 1 meter;
- it is recommended that the height of the window display areas be 0.80 meters to 1 meter in the main building.

The following are the types of techniques used to represent the goods:

- moving exhibitions, the bulk of the goods installed on the equipment, are constantly spinning and moving;
- permanent exhibitions, using special equipment for the display and presentation of goods;
- various devices are selected for voice exhibitions to highlight the themes.

The brand is classified into the following categories:

1. Narrowly specialized exhibitions.
2. Specialized exhibitions.
3. Generalized exhibitions.
4. Mixed exhibitions.

Media advertising includes a variety of advertising materials published in our country. They can be divided into two groups:

Advertising - is a paid ad placed on an existing publication. Advertisements briefly outline the purpose and advantages of the advertiser's commercial offer. The main theme of the advertisement is written in lowercase, fully reflects the purpose of the advertisement, emphasizing the benefits and advantages of the product for the buyer. At the end of the advertisement, customers will be provided with their address, phone, fax or other information. Make sure advertising is as relevant to the content as possible. The main elements (trademarks) of business activities must be highlighted.

Commentary - advertising articles and other publications may be in the form of comments or interviews with its managers, business partners, and customers. Such material should be well illustrated, as it is not effective without illustration.

Advertising and comments are used in print advertising such as newspapers, magazines, newsletters, various directories, and guides. According to the subject, all print media can be classified according to their political and specialties. Publications in the mass media often include advertising about products and services targeted at a wide range of consumers. It is advisable to publish in special editions, if the advertisement for the products is intended for training in the fields of science and technology, industry.

Media advertising is the most effective among other advertising media due to its speed and wide distribution.

In developed economies, press advertising spending is a major part of advertising spending. In our country this type of advertising is developing quite well. The number of public, political and specialized publications receiving orders for advertising is increasing year by year.

Contemporary advertising and its types. There are two main types of advertising: traditional, direct advertising (ATL) and alternative, indirect advertising (BTL). Together they form an advertising donation unit (TTL).

Direct advertising consists of:

- press;
- TV;
- Internet;
- radio.

Indirect types of advertising:

- sales promotion in the customer environment (consumer assistance). This method includes lotteries, promotions, gifts and prizes distribution;
- trade promotion (retail assistance) in retail locations. The seller encourages to increase sales;
- direct marketing activities. This method is aimed at personal communication with the client: includes advertising of newsletters on promotions, catalogs and television infomercials pages;
- advertising Design (POSM) - choosing the right marketing sites: showing price tags, packages, etc.
- special events. Concerning the organization of concerts (events, banquets, festivals, fundraisers, etc.)

Of course, indirect advertising does not address all business needs, but is able to solve the problem, due to the increased demand for goods, thus promoting effective sales.

IV. DISCUSSION

Advertising on search engines. Advertising on search engines is a type of contextual advertising. This type of advertising is done by Google and Yandex search engines when they search for the products and services they want, by providing a link to their website. Compared to external advertising, this type of advertising only shows an ad for a relevant buyer (i.e., a search engine) and is charged accordingly. This means that the cost of advertising on search engines for each of the target customers is much cheaper and more effective than the cost of outdoor advertising.

Methods and rules for advertising banner production. How made an advertising banner is can decide whether this business can grow or never develop. Because a person remembers not only the visual image, but also what he or she feels when viewing it. The brain automatically reflexes. Therefore, the future of any business and

the development of your firm should be focused on advertising. For example, advertising should not be boring, avoid bright colors, spelling errors, images should be blurred and of good quality.

Main features of banner making:

1) clearness of advertising - the banner of advertising should be clear, simple, non-complementary to words and in short and meaningful words. Because it is easy for a person to remember something simple.

2) advertising banner entries - not small. The person must read from afar. The item or service must be in upper-case letters. He must know in advance what is going on. In addition, the color of the inscription should be visible.

3) the meaning of the banner of the advertising - the banner of the advertising itself must contain enough information about the product.

4) the presence of a picture on the banner of the advertising - not only children but also adults like to see pictures. It is typical of human nature. No one can escape it. Advertising has a greater impact on the presence of the picture than the record alone. The image should be clear, bright, and have a good effect on the mood of the person. The size of the image is based on the size of the banner.

5) being a girl in advertising is the most effective way. Except for special products, such as menswear or children's products. The girl in the picture is all smiles when the girl is laughing.

6) the non-repetition of the advertising banner - must have some element of attention that is not unlike any other. If you see something in your advertisement again, it will lessen your interest, immediately ignore it, and give you a negative impression of that company or person.

Due to the rapid development of the media, the communication space is expanding year by year. The emergence of television channels, radio stations, online publications requires a thorough study of the media language in modern linguistics. At the end of the twentieth century, scientists began to study the linguistic aspect of linguistics through a new approach. In Russia for the first time, the term medial linguistics appears in the doctoral dissertation of T.G.Dobrosklonskaya.

This field of linguistics aims at learning the language of the media. This area is recognized as a new field of linguistics that allows to train highly qualified specialists who will meet modern requirements. According to T. Dake, a Dutch scientist doing research in this field, in a social context, the language of the media receives, produces, and disseminates information based on ideological ideas. Another French scholar According to A.Mol, the emergence of the media in the 1970s changed the way society reacted to cultural views. In his view, a person's knowledge of family, school or college increases with the passing of years, through news stories on the radio, movies or events on television, newspaper articles. As you can see, the influence of the media is improving every year in human life.

It is well-known that the way in which news coverage or development is covered depends on the media. In order to comment on events and respond to them, an expert must be aware of the media language rules. As the media plays an increasingly important role in the process of reforming our lives and, in general, every change, learning the language of media is a topic of discussion. It is not an exaggeration to say that these complex and multifaceted processes provide new impetus for new language learning.

In addition to examining what media commentary and media formats are used to cover media events, the main types, structure and dynamics of the texts are the media, information space, infographics, media space, media

landscape, media content, and news and sign language. Analytical, journalistic, and advertising texts. It also explores the use of comparative, logical, empirical, sociolinguistic methods, ranging from traditional techniques used in text creation.

It is worth noting that every school of linguistics contributes to the study of the methodology of media linguistics. Media is studied using techniques such as cognitive linguistics, discursive analysis, critical linguistics, functional stylistics. It is the introduction of new methods through a systematic, comprehensive study of the media text based on the integration of existing methods in media.

In the terminology of media linguistics it is possible to find the terms related to social sciences, such as linguistics, sociology, psychology, journalism and cultural studies. Although the terms of media linguistics are in the development phase, we can list several terms that describe the formation of the language of the media. For example, we can cite the following examples where the root word is "media": media, marketplace, media show, mediaevent, and so on.

V. CONCLUSION

Thus, the media linguistic expands our perception of the language of the media, helping us to better understand the new terms that emerge in the course of its study, as well as scientifically substantiate the active role, place and importance of the media language in shaping social consciousness.

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