



THE USE OF SLOGANS IN ADVERTISEMENTS IN FRENCH AND UZBEK

Yunusova S. A

teacher of USWLU

Khayriddinova Munisa Nizomiddin kizi

Student of USWLU

A slogan is a catchy slogan or phrase that is used as an advertising repetition to persuade a specific audience of information about a product or service. The Oxford English Dictionary defines a tagline as "a short and catchy or memorable phrase used in advertising." Sometimes an advertising slogan can be an independent advertising text, since the entire text can consist only of the advertised name of the product and the accompanying slogan. At the same time, the advertised together with its name also represents the main meaning of the concept of advertising. That's why we found it necessary to focus on French and Uzbek slogans in this article.

Slogans make up a small part of the entire material of advertising texts presented for women and men, but they, like other types of advertising texts, have their own characteristics that allow to determine the manifestation of the gender factor.

Slogan - a short, repetitive advertisement, advertising slogan. The slogan occupies one of the important places in the advertising text, it performs both the function of informing about the new product and the function of persuading and calling to buy it. The task of the slogan is to attract the attention of the recipient with the help of a short, memorable phrase and to make sure that the offer is unique. A slogan defines the brand, promotes product recognition, and expresses the main advertising idea of the product in the form of a memorable slogan. For example:

Par amour de l'automobile;

Le design à vivre;

Chaussures d'exception;

Votre vision, notre futur.

And in Uzbek:

For our hardworking people;

For our hardworking people;

The taste is exceptionally delicious;

Star performance;

Secrets of a beautiful figure; and others. Most of the slogans appear in advertisements for skin care products, automobiles, and technology products. At the same time, it should be noted that men's cosmetics ads are given the same serious attention as women's. On the other hand, if earlier technology was considered the authority of male advertising, now the focus is on the female audience, and day by day the advertising of technical goods such as cameras and mobile phones is becoming more important for women as well. The expressive output of the slogan can be achieved in different ways. Since the advertising text is usually



written in prose, special cases of rhyming within the slogan increase its expressiveness in concrete forms, for example:

Une communication d'exception (VERTU);

Le soin qui fait du bien (Kenzoki);

Healthy hair-bright relationships (Dermazol); The real taste of Viennese waffles (Velona);

A wonderful perfume for lovers (Master Premium). The slogan is often built on the basis of lexical or syntactic repetition: Pur soin, pure beauté (Orlane); Pour les coureurs par les coureurs (Nike);

Three times the care, Three times the effect. (Clear).

One of the most important characteristics in terms of content is the credibility of the brand or service, which is confirmed by dates expressed in numbers, and this is used in slogans as in advertisements. An example

Here are some examples of ads:

Biotherm Homme, 20 ans d'avance (Biotherm); "Uzbekinvest" - 25 years with you!

With you since 2004! (Ziya.uz portal).

Slogans often use puns, for example:

The slogan Vous lirez loin is clear Vous irez loin

Understood slogan.

Une montre Hermès a tout son temps (Hermès) is a word play on words with the meaning of time in the watch advertising slogan. Word repetition can also become pun, as some examples show:

Je suis comme je suis (Reebok);

Eaten and loved, loved and eaten (Donna).

Some slogans in advertising aimed at men and women completely the same, which shows the universality of the advertised goods, which can be aimed at both women and men at the same time. For example:

Parce que vous le valez bien (L'Oréal); La beauté ne suffit pas (Alfa Romeo);

Avec vous, c'est un Sony (Sony); Avancer en beauté (Sephora).

The taste is very delicious (Hot-lunch);

For all family members! (Avon Care).

The gender orientation of an advertising slogan is not always clearly reflected in the coincidence of the recipient and the buyer. Often we can see that in women's magazines there are also advertisements for men, which is not surprising, because often a woman is not only herself

chooses products for, but also for men:

Longue vie à la peau des hommes (Clarins). Therefore, the emphasis in the slogan is on the addressee, that is, this advertisement

will be aimed at the person using the product. As a slogan of an advertising campaign, a slogan has certain structural features. Advertising language seeks to create a feeling of direct communication with the addressee, therefore syntactic strategies are diverse, which are expressed in the use of different verb forms, which



helps create trust in the perception of advertising information. The same effect is achieved through infinitive constructions, which are often used in advertisements aimed at women and men possible As an example, we can cite the following:

Avancer en beauté (Sephora);

Pour relier les hommes (Nokia);

For all family members (Avon Care); The right path to beauty (Eclair);

Wake up your husband's desire (Honey meeli).

In conclusion, we can say that slogans are also a part of advertising and serve effectively to attract the addressee's attention despite being expressed in clear and concise forms. Slogans are used in advertising to attract the attention of the addressee and influence the consumer's thoughts about what to buy. We can see that slogans in both languages are almost identical in terms of usage and quantity.

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