

USE OF ENGLISH WORDS IN ADVERTISING AS A FORM OF PROVERBS

Mirzaahmedov Mirjalol Mansurjon ugli

Master's degree student of FerSU

Mirjalolmirzaahmedov7357@gmail.com

Annotation: *This article describes the specifics of using anglicisms in advertising. The main task of advertising is to draw people's attention to a product or service, so using anglicisms in it is an integral part of any company's success.*

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In the process of development of society, the development of language takes place in parallel, it has always been an open system, distinguished by its dynamics and mobility. At present, a great deal of attention is paid to the influence of English-speaking linguoculture.

Beginning in the 1950s, Anglicisms began to enter the Russian language rapidly and in large numbers.

Ozegov T. defines anglicisms as “words or speech twists in any language derived from English or created in an English word or phrase model”. The most important reason why Anglicans are entering different languages is the undoubted world leadership of the United States in many areas of our lives. We easily copy culture, economic development structure, education system, language, way of life and even way of thinking, forgetting ourselves.

The use of anglicisms in advertising depends on many factors, including:

- The emergence of new terminology (computer language, economics, finance). Due to the rapid development of information technology and its spread in everyday life, many new things that require a name have emerged: the Internet, laptops, disks, bytes, sites. So many Americans came into the language because it is easier for us to use existing words from another language than to invent new ones.

- Absence of proper name. *About 15% of the latest anglicisms* are borrowed because there is no corresponding name in the receptor language: top model, virtual, investor, sponsor, spray. For some reason (easier to pronounce, shorter, more transparent in etymology, more precisely in semantics) it replaced previously mastered or linguistic units.

- Knowledge of English is very prestigious. Most people want to look fashionable by using words or phrases like English, such as presentation, rating, talk show, branding.

Today, we can find the use of anglicisms in any area of our lives: business, politics, sports, the media, and so on. Analyzing the current reality, which is closely related to information wars, it makes sense to talk about the use of anglicisms in a strong social



institution such as advertising. In the modern world, the importance of advertising communication is constantly increasing and the advertising process involves all social cells using different channels for this purpose. The role of advertising is not only to promote the product in the market and encourage purchases, but it is also very important for shaping the lifestyle and outlook.

It should be noted that the advertising genre is one of the main sources of linguistic anglicisms. The use of anglicisms in advertising helps to create the "illusion of originality", that is, impressions about the uniqueness and importance of the advertised product or service. Anglicisms that attract the consumer's attention to unusual and non-standard forms play an important role. This is why many companies use anglicisms to advertise their products or services. Many advertisers often do not have the experience to create ads that meet the requirements of the time and copy from the ads in English, filling the advertising texts in their national languages with anglicisms, for example: list, trimmer, pager, immobilizer, spoiler, shock sensor, locker, scheduling and more. Borrowing is also used in advertising to make positive sense, to increase the prestige and value of the advertised product. Foreign cultural influence in advertising is not limited to the level of assimilated lexemes, but manifests itself at all language levels, from pronunciation (copying intonation patterns) to textual levels (speaking strategies). Foreign cultural influence also applies to the field of gaming techniques in advertising: for example, in modern Russian advertising it is common to separate a part of the word for a product or service advertised in Latin, which is due to the internationalization of communication and the growth of the product offered. also depends.

With the development of globalization, the importance of creating international advertising is growing. It should be immediately noted that the attitude to the phenomenon of globalization and its consequences is far from unambiguous. Many believe that globalization and its unifying nature lead to the assimilation of national cultures, which negatively affects the development of national languages. The consistent penetration of Anglicism into advertising is, in turn, the result of the process of globalization of the economy. According to a recent study by the media, the use of English in advertising increased significantly in the 1990s. The use of individual word and phrase forms is common, and whole texts in English are often found. In 1983, American sociologist Theodore Levitt opened a debate on the globalization of marketing and advertising. He stressed the need to create a single, unique advertising for the whole world, or at least to bring individual advertising campaigns to the international market.

However, there are certain difficulties in the process of creating international advertising. This is primarily due to the problems of unification and standardization of language elements required for advertising. After all, they need to be original enough to not get lost in too many promotional offers.

There is a view that full globalization of advertising is not possible, as different regional and sub-regional markets are still shaping their own characteristics. It should be



noted that the complexity and versatility of the transmission of advertising messages through a foreign language requires consideration of the national and cultural characteristics of the target audience, the many national characteristics of the objects involved in its creation. It is very important to transfer the image of the product for advertising to another cultural and linguistic space in the form of a set of concepts and implement it in new conditions, taking into account the national linguistic picture of the world.

It is impossible not to notice the growing integration of Anglicisms in the German language and, accordingly, in the field of European languages. Companies that have chosen the English slogan to advertise their products justify this with the need to create an international image and the opportunity to be understood in as many countries as possible.

Naturally, the English language in advertising has its own characteristics. For example, statistics on its use in German advertising show that there is a tendency to simplify the use of English sentences, usually the length of the sentences does not exceed 4-5 words, and the imperative mood is preferred. However, the length of the English words used, by contrast, on average exceeds the average length of the words used by the native speakers themselves.

The ad was published in the German magazine Stern. The first word - Havana is perceived by Germans as a recipient, because for them it is, firstly, "the capital of Cuba", and secondly, "a certain type of cigarette". The preposition pour pour changes the recipient into French, but it remains unclear whether the meaning of the French pour phrase is clear. elle - "for him". But in any case, the French language is used here as an identification mark, French perfumes are an undoubted guarantee of their quality. This example once again confirms the growing importance of the English language in the field of advertising in the process of globalization.

According to Ksenzenko, "Pragmatic features of advertising text" requires the following conditions to replace the product name, part or all of the advertising text in another language:

1. "The producer (advertiser) expects the consumer (consumer) to know the foreign language required to understand the advertising offer (ideally, there must be both denotative and connotative aspects).

2. The foreign text plays the role of an indicator of internationality, authenticity (reliability) or modernity. This is possible not only when the first condition is met, but also when the text in a foreign language is simply perceived as foreign and its content becomes partially or even completely incomprehensible.

Thus, the English element often plays a role in attracting attention. This feature is really important. It ranks first in the AIDA advertising formula:

- attention - to attract the attention of the buyer;
- interest - interest in the offer;



- desire - to arouse the desire to have the advertised product;
- action - the ultimate goal - to motivate the buyer to the main action - the purchase of goods "(2)

It is important that the first step in the globalization of advertising is the distribution of world-famous labels that have long been used by international concerns: "Uncle Ben's, McDonald's, United Colors Benetton, Levi's, Marlboro Lights" (2), as well as the distribution of American product names: "Jeans, sportswear, T-shirts, then Lubrication, software.", perfumes, cigarettes, or clothing ads. When creating ads for these products, the text is often abbreviated to the name of the product the company produces. For example, "JOOP! Men's clothing, JOOP! Women's clothing, JOOP! BOSS - Hugo Boss "

Thus, we can conclude that the influx of words and phrases from one language to another is a continuous and dynamic process associated with the globalization of the economy and advertising. The number of anglicisms in advertising is not decreasing, on the contrary, it is constantly increasing.

Of course, with the entry of English words into any language, the latter loses its originality and integrity, but this is unfortunately inevitable.

The use of English is very useful in the changing environment of advertising communications due to its flexibility, openness to change and ease of comprehension. English is the language of a new generation brought up on the basis of popular culture, without a specific nationality and place of residence.

The main task of advertising is to draw people's attention to a product or service, so using anglicisms in it is an integral part of any company's success.

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