English phrase "to bite the bullet" and the Uzbek phrase "to agree to something, even if it's poison" convey similar meanings, but each people uses the phrase according to their historical and cultural context. Studying such similarities opens new perspectives for linguists, and comparative research in this field is becoming increasingly relevant.

▪Studying phraseological units in linguistic corpora: Modern linguistic research is expanding the study of phraseological expressions through large-scale language materials, i.e., corpora. Language corpora are large collections of texts that allow for the analysis of the real usage, contextual meaning, and variations of phraseological expressions. This method greatly aids not only in theoretical but also in practical aspects of phraseology research. Using modern linguistic technologies, researchers can automatically identify and analyze phraseological units.

Conclusion and recommendations. The study of phraseology is one of the most relevant topics in modern linguistics. The difficulties of translation, the reflection of national culture, the influence of modern technologies, and its role in intercultural dialogue form the main directions of phraseological research. The comparative study of phraseology and its analysis through modern linguistic technologies open new opportunities in this field. Phraseology is not only a branch of linguistics but also a rich source reflecting the culture, history, and worldview of a people. Studying it not only enriches linguistic research but also helps deepen the understanding of a people's cultural heritage.

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IMITATIVE WORDS WERE THE FOOTING TO THE LANGUAGE FORMATION

Annotation. *This research studies the formation of a human language by revealing the effect of imitative words/onomatopoeia in its early development stages. Several theories offered by scientists to investigate how language is formed in the way of communication are analyzed in the work.*

Key words: *imitative words, sound, theory, bow-wow, pooh-pooh, yo-he-ho, human language.*

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TIL SHAKLLANISHIDA TAQLID SO'ZLARNING ASOS BO'LISHI

Annotatsiya. *Ushbu tadqiqot ishida inson tilining shakllanishi uning ilk rivojlanish bosqichlarida taqlid so'zlarning ta'sirini ochib berish yoritilgan. Ishda tilning muloqot tarzida qanday shakllanishini tadqiq etish uchun olimlar tomonidan taklif etilgan bir qancha nazariyalar tahlil qilingan.*

Kalit so'zlar: *taqlid so'zlar, tovush, nazariya, bow-wow, pooh-pooh, yo-he-ho, inson tili.*

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ПОДРАЖАТЕЛЬНЫЕ СЛОВА - ОСНОВА ДЛЯ ФОРМИРОВАНИЯ ЯЗЫКА

Аннотация. *В данном исследовании изучается формирование человеческого языка путем выявления влияния подражательных слов на ранних этапах его развития. В работе проанализированы несколько теорий, предложенных учеными для исследования того, как язык формируется в способе общения.*

Ключевые слова*: подражательные слова, звук, теория, боу-воу, пух-пух, йо-хе-хо, человеческий язык.*

Introduction. There is currently no fundamental knowledge on the emergence of human language. In the past, individuals were aware of the power of sound generation and the ability to produce basic vocal

variations like chirping and whistling. People have thought about and lived with the association of all these things with animals from ancient times.

In answer to the question "When did language appear?" scientists continue to try to determine the time of language formation, if not the exact time, by studying the remains of ancient people, especially the shape of the jaw and the oral cavity, and still test them with the physiology and sound of modern people.

Literature review. Scientists have offered different times for the formation of language. Thus, according to F.Tobias, *Homo Habilis* was not only susceptible to the neurological foundations of language but was also used for communication [1;37 p.]. According to F.Tobias [2003;38], "in the language of the first speaking hominids, the composition of simple phonemes, several grammatical rules, syntactic and cognitive aspects are found in comparison with the modern human language. D.Crystal, on the contrary, believed that *Australopithecus* began to speak early (4–5 million years ago) [2;290 p.].

According to Pinker and Bloom, language arose 2–4 million years ago with the appearance of Homo Erectus and their manual labour (2 million years ago), until then vocalization had no meaning or signify-cance, and only 4 million years ago with the appearance of intelligent humans – *Homo Sapiens* - in Africa did vocalization begin to acquire meaning and significance [3;2016 p.].

Among all theories about the origin of language, there are several well-known theories, including the theory of the emergence of language, the theory of the creation of language by human intellect, the theory of sign language, the theory of imitation, the theory of auxiliary words and other theories [4;5, 22 p.]. We look through some of them:

Analysis and results. 1. According to the **bow-wow** theory, otherwise known as the imitative/ onomatopoeic theory, language arose as a result of imitating the sounds of the environment, especially the sounds made by animals. According to J.Aitchison, primitive people, in order to hunt deer or buffalo, relied on the sounds the latter made, such as their mooing, squealing, and roaring [5;98 p.].

2. The **pooh-pooh** theory is also called the interjection theory, according to which speech arose from unconscious sounds uttered by humans themselves to express surprise, anger, admiration, excitement, or from fear, pain, fright, etc. According to J.Aitchison, syllables are rhymes of voiced breathing, similar to vowel sounds: ah-ah-ah [5;100 p.]. J.Aitchison draws an analogy between the babbling of infants and primates. In addition, she notes that infants, going through the initial stage of their development, instinctively exercise and form their vocal organs when babbling ma mama, baba baba [5;101 p.].

3. The **yo-he-ho** theory – the labour theory (the theory of labour cries). Primitive people, engaged in one common task, exchanged social, labour sounds (cries), which, in turn, were further developed in chants and in language [2;289 p.].

4. The **ding-dong** theory concerns the sounds made by objects, especially the sounds of objects striking something. E.L. Thorndike says, "each sound is associated with each particular object. Speech arose as a result of external stimuli from the environment. Primitive people began to realize that sounds, particularly the sounds of objects could vary in their meanings, for example, from shrill voice to soft, from rough to gentle, from continuous to short, from voiced to voiceless" [6;1 p.].

5. The theory of **la-la** deals with sounds related to love, poetic feelings, songs. O.Jespersen noted that even if a single factor can cause human speech, such a factor should be sounds related to love, poetic feelings, songs [7;105 p.]. "If we compare our language with the language of the primitive people, it can be noted that their language was more melodic". V. von Humboldt, in his turn, also noted that "man, as a living being, is a singing creation" (cited by: [5;100–102 p.]).

A sign is a means of communication between an illustrator and an illustration, "which is a present-day experiment and suggests the idea of a possible experiment." The origin of language can be found in signs, imitatives, and a few interjections [8;25].

According to Charles Darwin, "language is clearly related to its origin to the imitator, and arose from the introduction of changes to various natural sounds, sounds, and signs" [Descent of Man, i., 87] (citation: [8;31 p.]). As R. Brown noted, "being is from God; imitating is a sign of the creation of living creatures" [8;43 p.].

There is no doubt that through the study of research works, imitative words is the first stage in the emergence of human language. The renowned scientist Ch.Darwin, in his works, has also expressed his opinion as a confirmation of this idea: "I have no doubt that at the heart of imitation and through modifications of various natural sounds, other animals' voices, human instinctual cries, signs and gestures, the appearance of language took place. [9;87 p.].

As Saussure pointed out, in people's attempts to "verbalize" or mimic a phenomenon, they can recognize certain sounds by using different possibilities and obeying them [8;26 p.]. H.Bredin, giving Plato's theory of the origin of language (Plato's Cratylus), concludes that language was created by humans, and their inventive activity corresponded to the correspondence between the words they created and the things related to them [10;556 p.].

Thus, imitative words are a historical category. Their appearance coincided with the time when people acquired the ability to speak. According to S.Usmanov, people in ancient society tried to make sounds by hearing the sounds of natural phenomena, birds, and water currents. As a result, the sound formed by people's imitation became the name, sign, or symbol of the same object or phenomenon [11;17 p.].

Conclusion. The study of the formation of a human language reveals that imitative words/ onomatopoeia played a fundamental role in the early stages of human communication. Humans have used imitation to give language structure and meaning since the beginning, when their vocalizations were modeled by animal and natural sounds. This has continued throughout the development of increasingly sophisticated linguistic forms. Insights into how language might have developed are offered by theories like the bow-wow, pooh-pooh, and ding-dong, which show how people have adapted to their surroundings and social demands. Ancient writings and linguistic studies, among other historical records, demonstrate the importance of imitative words in the development of vocabulary and linguistic organization in various civilizations. Ultimately, the data lend credence to the idea that imitation was a key factor in forming early humans' expressive and communicative capacities in addition to being the initial stage of language development.

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LINGUISITIC ANALYSIS OF ADVERTISISNG TEXTS EXPRESSING ADVICE: A STUDY OF SELECTED BRANDS

Annotation. *This article sheds a light on how advice is verbalized in advertising texts. Specifically, the materials will be analyzed both morphologically, semantically, and stylistically, including their characteristics of socio-economic and cultural impact. The findings and conclusions of this article are expected to raise the understanding of linguistic and extra linguistic features of advertising texts.*

Keywords*: advice, discourse, advertising texts, special words, culture, imperative sentence, directness.*

REKLAMA MATNLARINING LINGVISTIK VA EKSTRALINGVISTIK XUSUSIYATLARI

Annotatsiya. *Ushbu maqola reklama matnlarida maslahat ma'nosining qanday ochib berilishini o'rganadi. Maqola materiallari morfologik, leksik va stilistik tomondan tadqiq etilib, ulargadagi madaniy va*