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*

ijtimoiy-iqtisodiy ta'sir xarakterlari xususida to'xtalib o'tadi. Ushbu maqoladagi izlanish va xulosalar reklama matnlari tabiati hamda lingvistik va ekstralingvistik o'ziga xosliklar haqida tushunchani oshiradi.

Kalit so'zlar: *maslahat, diskurs, reklama matnlari, maxsus so'zlar, madaniyat, buyruq gaplar, ochiqlik.*

ЛИНГВИСТИЧЕСКИЕ И ЭКСТРАЛИНГВИСТИЧЕСКИЕ ОСОБЕННОСТИ РЕКЛАМНЫХ ТЕКСТОВ

Аннотация. *В статье рассказывается о том, как вербализуются в рекламных текстах рекомендации и советы. В частности, материалы будут проанализированы как морфологически, так и семантически и стилистически, включая характеристики их социально-экономического и культурного воздействия. Ожидается, что выводы и заключения данной статьи повысят уровень понимания лингвистических и экстралингвистических особенностей рекламных текстов.*

Ключевые слова: *совет, дискурс, рекламные тексты, специальные слова, культура, побудительные предложения, прямота.*

Introduction. Advertising discourse is a basic space of present day linguistics, because it not as it were advances items and administrations but also reflects the social, social, and mental subtleties of a society. In this setting, advice, as a powerful apparatus, plays an urgent part in publicizing. The linguistic investigation of publicizing writings, particularly those passing on counsel, gives understanding into how language can impact customer behavior and decision-making forms. This article investigates the linguistic characteristics of publicizing texts that express advice, centering on a set of promotions from well-known brands. The study will be grounded in speculations of counsel detailing in publicizing discourse, drawing from the works of different linguists and researchers.

Literature Review. The think about of advice in promoting has been broadly examined in linguistic literature. A.A. Soloveva addresses the verbalization of counsel in English publicizing discourse, centering on how exhortation can be passed on through basic developments, modular verbs, and suggestion-based expressions. Soloveva contends that counsel in publicizing is regularly surrounded in a way that emphasizes both the commonsense and passionate benefits of an item, guaranteeing its influential affect [1;6 p.].

In V.I.Karasik's investigation of the etymology of influence, emphasizes the role of dialect in developing social reality and forming shopper wants. He notes that exhortation in publicizing isn't as it were around advertising direction but moreover around situating the brand as a arrangement to the consumer's issues [2;24 p.].

N.M.Dzhusupov gives a comparative approach to the examination of advertising texts, looking at how different cultures express advice and enticing methodologies in promoting. His inquire about traces how linguisitic strategies such as representations, coordinate address, and basic structures are utilized to lock in consumers viably [3;47 p.].

E.V.Maksimenko thinks about on promoting discourse center on the passionate reverberation of publicizing dialect, highlighting how advice can be deliberately surrounded to bring out positive enthusiastic reactions from the group of onlookers. His work suggests that promoting isn't essentially almost coherent contentions but also approximately making a association with the audience's values and desires [4;18 p.].

A.A.Muminova, in her consider of linguistic means communicating motivation, analyzes how advertising discourse persuades buyers through advice. Several works of her claims verbalization of advice has linguistically different characteristics which are worth to investigate. She emphasizes the utilization of powerful objectives and solid verbs in encouraging customers to take action. She analyses the lexicology and syntax of advice category in literal texts are substantially different [5;49 p.].

This article builds upon these foundational considers to analyze the linguisitic techniques utilized in advertisements.

Methodology. This study utilizes a qualitative linguistic investigation of promoting texts from diverse item categories. The writings were chosen based on their clear expressions of exhortation and inspiration. The examination centers on distinguishing and categorizing the etymological highlights that pass on advice, utilizing systems determined from the works of Karasik, Maksimenko, Soloveva, Dzhusupov, and Muminova. These features incorporate:

1. **Imperative Forms**: Direct commands or requests.
2. **Highly elevated words**: Expressions of possibility, necessity, or advice.
3. **Metaphors and Similes**: Figurative language used to evoke emotions.
4. **Direct Address**: Engaging the consumer directly.

5. **Declarative forms**: Giving specific information to make advertisement more factual and convincing.

6. **Brevity**: Making the text more concise and brief to achieve linguisitic economy.

The data will be analyzed to identify how these linguistic features contribute to the overall persuasive strategy in each advertisement.

Analysis

Lipton: "Endi tongdan quyosh bizni yoqimli hislar bilan uyg'otadi" [6].

Declarative Forms: The advertisement employments the declarative "uyg'otadi" (stirs), which serves as a recommendation to begin the day with Lipton tea, in this way framing it as a morning custom.

Metaphor: "Quyosh" (sun) is utilized metaphorically to relate Lipton tea with warmth, inspiration, and the starting of a pleasant day.

Direct Address: Verifiable within the state is the coordinate address to the shopper, directing them to receive this pleasant morning habit.

Elseve: "Ildizlardagi yog'lilikka qarshi, to'liq soch uzunligini 72 soatga namlantirish uchun" [6].

Special words: The utilize of "qarshi" (against) and "namlantirish" (to hydrate) capacities as advice, recommending a solution for buyers with particular hair issues.

Factual information: The advertising content infers the successful fact of utilizing the item for 72 hours of hydration, an inconspicuous imperative to take action.

Flash: "Ta'm bilan ilhomlaning. O'zingizni namoyon qiling" [6].

Imperative Forms: "Ilhomlaning" (be motivated) and "namoyon qiling" (show yourself) are coordinate commands that encourage the buyer to express themselves through the item.

Direct Address: The advertisement specifically talks to the consumer, encouraging them to require an dynamic part in communicating their individuality. "O'zingizni" (yourself) is the word that straightforwardly alludes to individuality.

Jacobs: "Har bir yaxshi kun Jacobs qahvasi bilan boshlanadi" [6].

Positive words: "Yaxshi kun" (great day) and "boshlanadi" (starts) outline the coffee as the essential start to a positive day, hence exhorting the shopper on the most perfect way to start their day.

Implicit Suggestion: Though not specifically expressed, the advertisement implicitly advises the buyer to coordinated Jacobs coffee into their morning schedule for improved day.

Alif Nasiya: "Alif nasiya bilan xaridlar yanada yoqimli" [6].

Highly elevated words: The state "yanada yoqimli" (indeed more charming) recommends that utilizing the Alif Nasiya benefit will improve the shopping encounter, a unpretentious frame of counsel through possibility. Here the dealer needs to light his buyer's positive feeling in obtaining the item. To make it more solid the word "yanada" (more) is utilized.

Andalus. "Halol hayot tarafdorlariga" [6].

Brevity – here, the text is so concise and compact that it can be a bright example for pursuing the rule of linguistic economy in advertising style. It implicitly makes advice for buying the product as it is quite short and open-ended sentence. Besides, the word "halol" resonates many customers for it carries cultural and religious connotations, aiming to evoke trust and elignment with specific customer values.

Reo. Ovqatdan zaharlanishda tana ko'p suv va minerallarni yo'qotadi. oddiy suv yo'qotilgan elektronitlar o'rnini bosolmaydi. Reo tibbiy maqsadlar uchun suv bo'lib u suvsizlanishning oldini oladi. Umumiy ahvolni yaxshilaydi. Reo – oddiy suv yetarli bo'lmaganda [6].

Declarative sentences – the first two sentences are declaratives which gives specific medical condition for better understanding of audience.

Specific words – "minerallar", "elekronitlar" are the words making the text both informative and trustful. This approach builds trust and positions the product as a functional, health-oriented solution.

Directness – The next two sentences directly advise buying the water indicating the product will solve above mentioned health problems.

Brevity – the last sentence is open-ended, implicitly assuring audience that the product is not simple water but high quality product which will help regaining health.

Discussion. The examination uncovers that linguistic highlights commonly utilized to precise exhortation in promoting incorporate basic forms, specific words, coordinate and indirect address, open-ended structures and metaphors. Each of the advertisements analyzed employments these methodologies to

not only promote the item but also to empower the buyer to require particular actions-whether it is beginning the day with a container of tea, hydrating hair, or expressing individuality through flavor.

The use of direct address and exceedingly elevated words serves to form an quick association between the product and the buyer. Words communicating positive feelings and metaphors, on the other hand, propose conceivable outcomes and passionate benefits, instead of fair practical advice. This mix of linguistic methods makes the advice influential by engaging both to the logical and emotional needs of the customer.

Conclusion. The study highlights how advice in promoting texts is passed on through different linguistic procedures. By analyzing the advertisisng texts it gets to be clear that advice in promoting isn't simply around advertising proposals but also around making a powerful narrative that aligns with the consumer's wants and values. The inquire about builds on the commitments of V.I.Karasik, E.V.Maksimenko, A.A.Soloveva, N.M.Dzhusupov and A.A.Muminova providing a comprehensive system for understanding how advice works in advertising discourse.

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THE USE OF DISCOURSE MARKERS "ALSO" AND "BUT" IN ENGLISH FICTION

Annotation. *Discourse markers are vital field of search in both world literature and pragmatics. The discourse marker "also" is most commonly characterized as adding information or introducing a related idea, another discourse marker "but" is used to giving disagreement and contrasting ideas. This article discusses about methodology of conversation analysis in literary works and examines a great deal of made conversations in literary to analyze in detail the role of "also" and "but" in becoming apparent action. The study addresses on the use of "also" and "but" for prologue to indicate reinforcing a point depending on the context, tone of voice and objective of speaker. Also" is commonly used in context where speaker intends to give relating information to conversation, whereas "but" is used to showing contradiction. In this article, examples of fiction are used for a detailed analysis of the introductory constructions "also" and "but" in the conversation.*

Keywords: *discourse marker, discourse, conversation, but, also.*

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INGLIZ ADABIY ASARLARIDAGI SUHBATLARDA "SHUNINGDEK" VA "LEKIN" KIRITMA KONSTRUKSIYALARNING QO'LLANILISHI

Annotatsiya. *Jahon tilshunosligi va pragmatikada kiritma konstruksiyalar muhim izlanish sohasidir. Kiritma konstruksiya "shuningdek",ko'pincha, ma'lumot qo'shish yoki tegishli g'oyani kiritish sifatida tasniflanadi, yana bir kiritma konstruksiya kelishmovchilik va qarama-qarshi fikrlarni bildirish uchun "lekin" kiritmasi ishlatiladi. Ushbu maqolada adabiy asardagi suhbatlarni tahlil qilish metodologiyasi muhokama qilinadi. Maqolada o'zaro suhbatdagi "shuningdek"va"lekin" kiritma konstruksiyalarini batafsil tahlil qilish uchun badiiy adabiyot namunalaridan foydalanilgan.*

Kalit so'zlar: *kiritma konstruksiyalar, diskurs, suhbat, shuningdek, lekin.*

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ИСПОЛЬЗОВАНИЕ ДИСКУРСИВНЫХ МАРКЕРОВ "ТОЖЕ" И "НО" В АНГЛИЙСКИХ ЛИТЕРАТУРНЫХ ПРОИЗВЕДЕНИЯХ

Аннотация. *Дискурсивные маркеры являются важной областью поиска как в мировой литературе, так и в прагматике. Дискурсивный маркер "также" обычно характеризуется как добавле-*