

## SOCIAL-COMMUNICATIVE FUNCTIONS OF WORD ORDER IN ADVERTISING TEXTS

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**Annotatsiya:** Reklama matnining o'ziga xos xususiyati shundaki, u ommaviy kommunikatsiya matnidir. Bu nafaqat xabardor qilish, balki qabul qiluvchilarning butun guruhlarini jamoatchilik, jamoaviy ongga ta'sir qiladigan rejalashtirilgan harakatlarni amalga oshirishga undash uchun mo'ljallangan.

**Kalit so'zlar:** kommunikatsiya, matn, sintaktika

**Abstract:** The specific feature of advertising text is that it is a mass communication text. It is intended not only to inform, but also to motivate entire groups of recipients to implement planned actions that will influence the public, collective consciousness.

**Key words:** communication, text, syntax

Despite the fact that there is no generally accepted definition of the advertising text as a specific communicative unit, some specialists in the field of advertising are still trying to identify its specific characteristics. For example, A. Krivonosov offers the following definition of advertising text: "advertising text is a text that contains advertising information. It is distinguished by the following features: firstly, it contains information about an individual or legal entity; goods, ideas and initiatives; secondly, it is intended for an unknown circle of persons; thirdly, the advertising text is intended to form or maintain interest in an individual, legal entity, goods, ideas and "Finally, fourthly, advertising text helps to implement products, ideas, and initiatives"<sup>1</sup>. L. Fishchenko offers the following definition: "advertising text is a communicative unit used in the field of marketing communications for non-personal paid advertising of a product, a person or a person's service, an idea, social value (1), which has a formal character in structure - it expresses the essence of the information, is mandatory (presentation) under the law on advertising, contains one or more components of the product and/or advertising details (2) and is equivalent in meaning to verbal and non-verbal expression characterized by importance<sup>2</sup>".

<sup>1</sup> Кривонос А. Д. Жанры PR-текста. СПб.: Петербургское востоковедение, 2002. С. 13-14.

<sup>2</sup> Фищенко Л. Г. Структура рекламного текста: Учебнопрактическое пособие. СПб.: Петербургский институт печати, 2003. 232 с.

The advertising text, like all texts, has a property that allows it to be considered as a fully formed communicative unit, the coherence of this text is "the alignment and juxtaposition of combative and non-combative elements of language/speech, a certain distribution, determined by their laws. technology of the relevant language"<sup>3</sup>.

The communicative nature of the text was emphasized by T. M. Dridze, who considers the text "... an integral communicative unit... a certain system of communicative elements, the function of which is local (i.e. for a certain purpose (s)) combined into a single closed hierarchical semantic and semantic structure with a common understanding or idea (communicative intention)"<sup>4</sup>.

In our opinion, advertising is a complex semiotic whole, which is a sequence of iconic units expressed through structural elements (title, slogan, main text, illustration, logo, company details, etc.), maximally adapted to fulfill the main task of influencing the audience, namely the desire to purchase this product or service, in order to obtain the desired effect. product or service.

When describing the semiotic component of advertising texts, it is necessary to recall the three parts of semiotics emphasized by Peirce: semantics, describing the relationship of signs to meanings, syntactic, describing the relationship of one sign to another or to others, and pragmatics, describing the relationship of the sign to the interpreter (interpretation of meaning). And, of course, all three areas of semiotics are of great importance in creating effective advertising texts.

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<sup>3</sup> Слюсарева Н. А. Аспекты общей и частной лингвистической теории текста. М., 1982. 191 с.

<sup>4</sup> Дридзе Т. М. Язык и социальная психология. Учеб. пособие для факультета журналистики и филол. фак. ун-тов. М.: Высш. школа, 1980. 224