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## LINGUISTIC PROPERTIES LABEL

**Abstract:** This article contains product label information. Types and label requirements are indicated. Linguistic study of product labels, indepth analysis of language labels (lexical, syntactic, morphological) food labels based on Uzbek materials. The article analyzes the texts of bread and dairy products, canned food and labels for coffee and tea. It discusses theoretical issues such as labeling and labeling, and food safety is a priority. One of the factors that has not yet been developed in Uzbek linguistics is the current state of our science and the need for increased attention to the native language in our society. Uzbek linguistics can serve as a theoretical and methodological resource for scientific research and, in general, for studying the linguistic capabilities of the languages of the world.

**Key words:** label, packaging ethics, lexical, syntactic, morphological characters, buyer, label, food label, confectionery labels.

**Language:** English

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### Introduction

A product label is a database or product passport. It indicates the quality of the product, shelf life, content, product range or product specifications. Thus, a document that gives you full information about a product is its label. Nowadays, the main tool for the popularity of a product is its design, design and packaging. The appearance of the product for the buyer depends on its taste and attractiveness.

Labels — How do we know about them? In Central Asia goods and products were widely and reliably consumed without labels until the 19th century. But, of course, it is important to recognize that pharmacies have labeled the names of medicines, and the working class has widely used rectangular tables to highlight fish species in the markets.

Label design is the process of creating and selecting graphic image components directly for a given purpose. The purpose of the design may be aesthetic considerations or practical purpose. Both goals can play the same role. The motives and motives of the purpose illuminate the design of the label. But that's not all. The label will have to supplement its smallness with the originality and creativity of the images. Despite its size and variability in layout, wrapping, this area of printing, that is, design has

become a separate industry. Although labels are almost invisible to other areas of printing, they are universal at the same time. Exactly in the production of labels, industrial design added its focus to graphic design. For example, if the design of a label on something bottles or something warms the circle in its place, it may eventually become a hoard of collectors.

Label design plays an important role for the buyer. This is because the buyer prefers the goods with the help of the packaging and the label. Beautiful and interesting, self-adhesive labels can be the embodiment of a genuine brand, not just a product label. At the same time, they provide long-term customer service in collections, performing various tasks, including the external attributes of a particular brand. Label design is one way to generate motivation for buying. Depending on the nature of the dyes used, the design of the design in various typographies has become a particular area of printing.

### Materials and Methods

One of the main tasks is to improve the quality and appearance of foodstuffs, storage, transportation and sale, as well as packaging them using up-to-date materials to provide the necessary information about the type, grade, mass and consumption. The purpose

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of packaging is to protect quantity, composition and quality of products from production to consumption, to prevent changes in consumer properties, that is, to prevent the product from deviating from established standards. This packaging task is to protect the product from mechanical, physical, chemical, weather and biological effects.

The elegant form and packaging of the packaging serve as an advertising tool not only for the packaging, but also for the manufacturer and even for other products. In some cases, packaging is required to be beautiful, elegant and repetitive, while in other cases it is required to be simple. Food safety depends largely on packaging material. The standards of these materials are used to select packaging material for various products. As a packaging material various types of paper, polymeric film, aluminum foil, galvanized steel and others are used as packaging materials.

The labels are essentially intended for machinery, clothing, and food. Food labels, in turn, are used in the following names: canning labels, seafood labels, bakery labels, dairy labels, honey labels, honey labels, meat labels, coffee and tea labels, labels for chocolate. The buyer carefully examines the goods until there is a need, and determines whether it is worth buying. However, an abandoned buyer makes a clear conclusion only after using the goods at home. An experienced manufacturer is not afraid to invest in modern design and quality packaging [2003, p.102 – 104.]. This is a business oriented business card. He, of course, understands that this is a label and a design on it. The product name should always be written in a language that the consumer understands, even if the product was developed in China. For example, if we are talking about rye bread from pita bread, then rye bread is made in molds or baskets, pulled or sold. In addition to simple rye bread, fermented (red) rye malt, improved rye bread with spices, rye bread “Moscow”, 80% rye flour, 15% wheat flour II and red rye malt, sugar, molasses and spices. Borodinsky bread is ready. Borodino bakery products contain the following words: yeast, sugar, composition, Tashkent, phone number, manufacturer, date of manufacture, exact weight, rye flour. As well as the following phrases, such as “The best kind of royalty in the world is good for your heart”, “Weschtel Germany for search engines”. This product is made in Uzbekistan, and it has an inscription in two languages: Uzbek and Russian. Take a look at the label for baked goods, such as noun phrases like margarine, sugar, salt, water, vanilla and yeast, and premium wheat flour, vanilla. Combinable words, such as sunflower oil, icing sugar, palm oil, egg melon, strawberry flavor. Complex phrases such as strawberry cream, condensed dairy products and “Made in Uzbekistan”, “3 months shelf life under storage conditions,” Being “is reflected in such things. Labels also contain computational nouns, such as: gr, kg, month, percent, day.

Regardless of how the labels are labeled, the question is, "What are the most important things to consider in the first place?"

1. Label appearance.
2. Name of the product.
3. Structure.
4. Term.
5. Designed Address.
6. Calorie and cost.
7. State Standards and Specifications for Uzbekistan.

When a piece of paper is attached to a product by its name, quantity, place of production and the like, it is labeled, it consists of words, phrases, sentences.

The word represents a concept. In vocabulary, however, more than one notion is introduced in speech, with more than one understanding. The word is based on the lexeme and morpheme and their regularities, while the vocabulary is based on the lexeme syntactic forms that regulate lexemes and their combinations. As is said, the word is broad and abstract in meaning. In the vocabulary, however, this breadth and abundance disappear. For example, when the word "bread" in food is used as a word, a special sign of bread is used in the phrase "wheat bread", "rye bread", "black bread", "bread bread", and "amir bread". In this sense he became famous. But this specificity is relative and one-dimensional. Because, for example, its artistic or scientific nature is still unknown and uncertain. This characteristic is also evident in the combination of sourdough wheat bread. In word combinations, the word becomes morally narrower as it expands to other words. So, if the form expansion causes a spiritual narrowing (in a word), the form narrowing (in words) corresponds to the spiritual width

A highly experienced manufacturer is not afraid to invest in modern design and quality packaging. It is a business-oriented business card. He certainly understands that it is the label and the design on it. The name of the product must always be written in a language that is understandable to the consumer, even if the product was developed in China.

**BLACK BAKE.** The inscription on the packaging: "Cellulose Source" - The bread is rich in cellulose, no matter how it is made. Dairy Products Packaging: "Contains Vitamin A and Vitamin" — "Vitamin A" and "Vitamin-Enriched" is a different concept. Dairy products, such as butter and cream, are not rich in vitamin A and milk is rich in vitamin B2. Then the recommended micro nutrients should be at least 20% of the daily standard.

**CAPITAL.** Packaging: If the package is labeled "light" (in Russian: "make" or "logos"), it is likely to be a sandwich margarine rather than butter. But the actual butter is at least 70%. "Dietary Products" is a dietary supplement that does not mean butter, fat, and carbohydrates are reduced. It just means that the calorie intake is high. As a rule, 100 grams of dietary products should contain no more

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than 40 calories. If you are looking for a product you should write “reduced fat”: “fat free” (not more than 0.5 g per 100 grams) or “reduced or less fat”.

PLANT FAT. The inscription on the pack: "Cholesterol free" — cholesterol is found only in animal fat. "Contains Vitamin E" — Vitamin E is present in any unhealthy, whitened vegetable oil — even if it doesn't have a note! "Fitness Product" is the most insidious record, which often implies that the product is low in calories, because transients can damage the cardiovascular system and even increase body weight. However, manufacturers keep it secret that this can only be achieved by physical stress.

Foodstuffs have no shelf life. Therefore, select products that have a specific shelf life and do not expire.

Product labeling on labels or packages does not indicate the time of production on a ball pen or

flomaster. These labels are labeled on the edge of the pack or box by a special device.

### Conclusion

Food security is the satisfaction of the economy's needs with food in accordance with physiological norms, which, in turn, is a key part of the nation's security. Its main criteria are the physical, economic potential of food consumption and the quality and safety of food.

To summarize, the name of the product on the label should always be in a language that is understandable to the consumer. Secondly, because food packaging records (labels, tags) include nouns such as nouns, adjectives, numbers (counting words) and nouns, simple and complex phrases and simple phrases that express authority. Label analysis based on the Uzbek linguistic point of view (lexical, syntactic, morphological) is very important.

*The study was conducted under the supervision of Toirova Guli Ibragimovna, Associate Professor, Bukhara State University.*

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