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Ziyodakhon Latibovna Madumarova  
Andizhan State University  
Researcher, Republic of Uzbekistan

## ADVERTISING AND LANGUAGE RELATIONS: PROBLEMS, ANALYSIS AND INVITATION

**Abstract:** In this article has been expressed of advertising and language relations: problems, analysis and invitation by the helping sources and scientific literatures.

**Key words:** language, advertising, problem, analyze, invitation, perception, communication.

**Language:** English

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### Introduction

Language reflects the spirit, thinking and perception of each nation. Therefore, learning the native language, preserving its purity, enriching it and increasing its attractiveness have always been a pressing issue in any place and time. In today's intense globalization, developments and changes are taking place in every aspect of our lives. We can observe these changes not only in technology but also in our culture and communication. It is noteworthy that granting the Uzbek language the status of the state language was one of the most important steps towards the achievement of national independence. their comprehensive study has allowed future generations to live without mistakes.

However, we often find that it is now being used in violation of Uzbek language rules. Is this a simple process of globalization? If this is the case, why are developed countries like Japan, Korea and the UK putting their respect for their language not only on their own people, but also on the need for visitors to study or work abroad? Because, as our great ancestor Behbudi said, "Language is a mirror of the nation". Therefore, it is our duty to properly use and enrich our tongue, recognizing that it is our duty and duty to care and respect it.

### Research methods.

Certainly, in the past years the Law on the State Language has radically changed the life of society.

The main thing is that the nation is not ashamed of its language. However, we still have a number of problems with the language and its use.

It is true that much has been done to enhance and strengthen the status of the Uzbek language as a state language. In other words, the status and prestige of the Uzbek language in lawmaking, business, litigation and education is being restored, terminological dictionaries of various fields are being created.

At the same time that it is trying to expand the scope of the Uzbek language on the Internet and make it a worthy place in the global network, it is no surprise that the proposal is nothing but a distraction. On the contrary, should an intelligent or an expert think he or she is an Uzbek and must fight for it, that is, to seek the use of the Uzbek language as the state language, and to think and seek a system for maintaining the Uzbek language?

One of the most important issues that has plagued our people and the wider scientific community for some years is the development of the national language by some individuals as a result of the fact that the state language is a little behind the agenda and vice versa. there was a decline in attention.

However, taking into account the ever-increasing importance of the Uzbek language in strengthening the spiritual foundations of the independence of our Motherland, upbringing our people, first of all, the younger generation in the spirit of love and devotion to our national values, it was

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adopted yesterday. The law of the President of the Republic of Uzbekistan “On the state language of the Republic of Uzbekistan” was adopted thirty to celebrate the anniversary of the President of the Republic of Uzbekistan. The resolution emphasized that the Uzbek language, one of the oldest and rich languages in the world, is a symbol of national identity and independent statehood, invaluable spiritual wealth, a great value that plays an important role in the political, social, spiritual and educational development of our country.

The resolution envisages organization of festive events in all cities and districts of the Republic of Karakalpakstan, regions, Tashkent, competition of essays on the Uzbek language among students of secondary schools, performances of films, films and documentaries about our great thinkers in theaters and cinemas, palaces of culture. International scientific-practical conference on the theme “Development of Uzbek language and international cooperation” and “Actual issues of Uzbek linguistics” to hold a national conference on the theme of the laying of flowers to the monument to the founder of the Uzbek literary language, the great thinker and poet Alisher Navoi in the National Park in Tashkent, as well as in the provinces and cities. Friends of the Language and Muhammad Riza Ogahiy, Ishakhan Ibrat, Abdulla Kadiri, Hamid Olimjon and Zulfiya, Ibrokhim Yusupov, Erkin Vahidov, Abdulla Aripov, Halima Khudoyberdieva, Muhammad Yusuf and their spiritual enlightenment activities, Presentation of Literary Evenings and New Books on Language Day in the regions 21<sup>st</sup> of October solemn meeting dedicated to the 30<sup>th</sup> anniversary of the adoption of the Law of the Republic of Uzbekistan “On the State Language” was held at the palaces of arts of the Republic of Karakalpakstan, regions and Tashkent city.

Article 20 of the Law of the Republic of Uzbekistan “On the state language of the Republic of Uzbekistan” states that “... Unfortunately, it is disappointing that the law is not fully enforced”. Article 5 of the Law of the Republic of Uzbekistan “On Advertising” dated December 25, 1998, No 723-I reflects the language of advertising, according to which advertising in the Republic of Uzbekistan is distributed in the official language or at the request of the advertiser. Trademarks (service marks), registered printed syllables (logos) may be issued in the original language [1]. The requirement of this article is that advertising in our country is broadcast at the discretion of the advertiser.

In addition to analyzing the language of advertising, it is worth noting that the language issue is particularly relevant to the current level of national language. Rector of Tashkent State University of Uzbek Language and Literature named after Alisher Navoi, Doctor of Philology, Professor Sh. Sirojiddinov touched upon the conditions of the

existence of the language and said: “Language is a condition of the existence of the nation. When a nation exists, language is its soul. That is why every nation that has a self-consciousness recognizes the development of the mother tongue as a matter of life and death. He will do his best for the development of the language. A law on the state language was adopted 30 years ago - a legal guarantee of language development. However, no serious attention has been given to the full use of the Uzbek language in the past. As a result, maintaining the state language was negligible”[2].

Article 221 of the “Advertising Law” sets out the requirements for energy drink advertising, which should include a warning about the dangers of excessive use of such drinks in the advertising of energy drinks, as well as information about persons who are not recommended to use such drinks. Energy drink advertising should not reflect the consumption of beverages, nor does it give the impression that these processes are essential to the social and sporting success of consumers or their physical and mental well-being. It is forbidden to:

- TV and radio advertising of energy drinks from 7-00 to 22-00;

- Free distribution of energy drink samples to persons under the age of eighteen;

- Sponsorship of events mainly designed for persons under the age of eighteen, if the name, trademark or image of energy drinks is used;

- Distribution, including sale of goods (t-shirts, hats, games, etc.) with the name, trademark or image of energy drinks among persons under the age of eighteen;

- Promoting energy drinks, mainly for print media for children and adolescents, as well as for medical, sports and educational institutions. Unfortunately, at present, the country's media, mainly private TV and private sector media, have a number of shortcomings in their compliance with the law, which are most often associated with advertising time and product labels. This is because most of the energy products have no harmful effects and are not reported. In the course of proper advertising, the name of the product or the requirements for the name of the business are related to the foreign name of these products and services, and in some cases, there are difficulties or difficulties in translating the product names and consumer requirements. Researchers who are doing research on this have suggested the following factors. In recent years, the demand for translation of such texts into Uzbek has been increasing as a result of the entry of home appliances into the domestic market and the growth of their sales, as well as the production of national home appliances. Problems of translation of terms from the English language into the Uzbek language are particularly evident in their lexical features. Because the term is a monosemantic lexeme in its form and meaning, it

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must be translated from one language to another by the same lexeme. The lexical problems of the terms in the system arise from the lack of technical definitions in Uzbek, on the one hand, and on the other, some of the artificially created terminology. For example, the term refrigerant, which is a major component of the refrigerator, is translated as a cooling agent in some operating instructions and instructions. However, as you can see, this term is "discovered" forcibly. However, the Russian-language alternative of the term coolant is also used to translate refrigerant into Uzbek [3, p.43-45].

Monitoring the implementation of the Law "On Advertising" and other related documents, regulating, coordinating foreign words, adopting words from our powerful dialects to the literary language, preserving and developing our special place in the Turkic world pulpit it means various diplomatic relations. There is set up the activity of the state institutions, which control the implementation of normative documents in the state language, the full functioning of the state language in mass media using a certain sense solutions to problems in this area. But in today's innovative era, the need for a comprehensive approach to all problems in the language field is also a requirement of the time.

Article 24 of the Law of the Republic of Uzbekistan "On the state language" prohibits neglect or hostility to the state or other languages in the Republic of Uzbekistan, Article 42 of the Code of the Republic of Uzbekistan on Administrative Responsibility violates the rights of citizens to freely choose the language and to limit, to neglect the state language, as well as to the languages of other nations and nationalities living in the Republic of Uzbekistan. An accident two times the imposition of a fine to be determined [5]. However, the fact that no media outlet has been cited as an administrative penalty for violations of language rules during the past year in the course of advertising or in the course of daily civil work indicates that there has been no practical work to preserve and respect our national language [6].

In this regard, the tasks set by the Democratic Party of Uzbekistan "Milliy Tiklanish" to raise the status of the state language in 2019, including the study of the state language in 5 regions and 8 districts

in Jizzakh region in 2018 [7], Examination of the implementation of the Law "On Advertising", the approval of regional, district and city divisions of the Republican Center for Spirituality and Enlightenment, external records and advertisements of enterprises, institutions and organizations. to take legal action and impose administrative liability on managers who committed errors in the rules and regulations of the Uzbek literary language in the external records and advertisements relating to the institution, organization and organization, to display the advertising text in Uzbek language [8] and, if necessary, to write a foreign language text in the Uzbek language. Responsible for correction and control of advertising and records in the "Inspection of Business Registration" [9] (Single Window) within Tashkent city and district and city government building. Above suggestion was made due to the need for staff allocation [4].

**In conclusion**, at the same time, the country is developing more and more advertising and communication technologies, especially through the Internet. Internet-based advertising not only violates the language rules, but also the requirements set out in other regulations in the country. It is not a secret that, for example, records related to place names, information about the product name or the names and names of individuals must be kept secret and violations of their right to the name. It should be noted that the current Law on Advertising is not able to regulate these relations [10], and it is enacted by the President to strengthen the spiritual foundations of the independence of our country, to raise the importance of the Uzbek language in upbringing our people, first of all, in the spirit of love and devotion to our national values. further the Law "On Advertising" and civil legal relations to ensure fulfillment of the tasks specified in the Decree It is necessary to once again critically examine the norms aimed at regulating language relations in the regulatory and legal documents, to develop the norms aimed at ensuring the priority of the national language in the daily business practices.

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