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THE ROLE OF LINGUISTICS (PARALINGUISTICS) IN THE DEVELOPMENT OF THE COUNTRY'S ECONOMY

Abstract: This article is devoted to the use of linguistics in the economy, its role in the economic development of the country and the use of paralinguistic means in advertising.

Key words: economic linguistics, advertising, paralinguistic expressive means and non-verbal communication.

Language: English

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Introduction

Education is the basic of knowledge, how more educated the society is so more the development of the government will be. If we talk about our republic and it is history we can point out that even being young country it had great changes since its independents and paid great attention on its development similarly our republic is paying more than enough attention to it is education system.

Nevertheless, being young country, only 28 years for independence, we can visualize great changes and development in our country. Not only in the field of economy or technology as well as in the field of education. This fact is proved by financial division of our country to the education field, which illustrates 52% of the government property while none country through out of the world cannot show such kind of percentage and attitude forwarded to the youngsters. These divisions are mostly used to make perfect studying places and the equipment for

studying laboratories and creating new resource, which are relevant in the worldwide demand.

Research methods.

Uzbekistan is working to reform higher education, responding to the identified shortcomings in the quality of education and in educational opportunities, and its further goal is to develop the country's economy, its stability and continue to achieve economic, social and environmental goals in the framework of further implementation of the long-term development strategy. Its plans include having 18% more students by 2021, giving professors raises, and hiring foreign faculty. For example, since taking office in the past three years, our president Shavkat Mirziyoyev has been working on the reform of higher education [1, 4].

Therefore, in this article we would like to show the role of linguistics (*paralinguistics, non-verbal communication*) in the development of the country's economy. In addition, to demonstrate scientifically the

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connections of linguistics and economics as a single science on the example of advertising in the development of small and medium-sized businesses in the country using paralinguistic components.

With the globalization of the world economy, communication among people has become increasingly important. The use of a language that is understood by a sufficiently large number of people is necessary for such communication to be possible. Issues related to language and its relationships with economics have drawn some scholarly attention. As a matter of fact, the economics of language, as an interdisciplinary subject, has been quietly in the making for more than 40 years.

The term “**economics of language**” first appeared in 1965, when Jacob Marschak published a relatively unknown article with that title in Behavioral Science. Marschak (1965) asked questions such as: “[What are the] communication systems [that are] best suited to a given goal [?] [. . .] Why are the known languages of the present and the past what they are or were? [. . .] What determines the probability that a set of traits will remain in existence for a given length of time?” [2, 1].

In addition, the economic approach can help language planners decide what should be done and guide them on how to do it. For example, if a language policy must determine how to allocate resources or language rights, economic theory, more precisely, rational choice theory, can help to find a reasonable effective method of doing so. But in the development of the economy, the use of paralinguistic components in advertising creation plays a significant role in the field of linguistics.

A cognitive linguistics can be found not only in literary texts, but also in a journalistic text, and even advertising. In this article, we would like to pay particular attention to how cognitive metaphors appear in the language of the media, namely newspapers, since the media are an important and significant source of information. In addition, thanks to the media, public opinion and the reader’s position are being formed.

Advertising - an audio or visual form of marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea. Sponsors of advertising are often businesses wishing to promote their products or services. Advertising is differentiated from public relations in that an advertiser pays for and has control over the message. It differs from personal selling in that the message is non-personal, i.e., not directed to a particular individual. Advertising is communicated through various mass media, including traditional media such as newspapers, magazines, television, radio, outdoor advertising or direct mail; and new media such as search results, blogs, social media, websites or text messages. The actual presentation of the message in a

medium is referred to as an advertisement or “**ad**” for short.

Advertising has gone through five major stages of development: **domestic**, **export**, **international**, **multi-national**, and **global**. For global advertisers, there are four, potentially competing, business objectives that must be balanced when developing worldwide advertising: building a brand while speaking with one voice, developing economies of scale in the creative process, maximizing local effectiveness of ads, and increasing the company’s speed of implementation. Born from the evolutionary stages of global marketing are the three primary and fundamentally different approaches to the development of global advertising executions: exporting executions, producing local executions, and importing ideas that travel [3, 5].

Advertising research is key to determining the success of an ad in any country or region [4]. The ability to identify which elements and moments of an ad contribute to its success is how economies of scale are maximized. Once one knows what works in an ad, that idea or ideas can be imported by any other market [5]. Market research measures using paralinguistic components such as **attention flow**, **emotion flow**, and **branding moments** give an idea of what works with advertising in any country or region, because these measures are based on visual rather than verbal elements advertising.

According to a 1977 study by David Statt, females process information comprehensively, while males process information through heuristic devices such as procedures, methods or strategies for solving problems, which could have an effect on how they interpret advertising [6]. According to this study, men prefer to have accessible and obvious signals for interpreting the message, using body movements and gestures, while women participate in more creative, associative interpretation using images such as tender voices [4, 10]. More recent studies by the Danish team have shown that advertising is trying to convince men to improve their appearance or performance, while her approach to women is aimed at transforming the impossible ideal of a female representation [7].

While advertising can be seen as necessary for economic growth, it is not without social costs [8]. Unsolicited commercial e-mail and other forms of spam have become so prevalent as to have become a major nuisance to users of these services, as well as being a financial burden on internet service providers [9]. Advertising is increasingly invading public spaces, such as schools, which some critics argue is a form of child exploitation. This increasing difficulty in limiting exposure to specific audiences can result in negative backlash for advertisers [10].

Thomas J. Barratt from London has been called “the father of modern advertising”. Working for the “Pears Soap company”, Barratt created an effective advertising campaign for the company

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products, which involved the use of targeted slogans, images and phrases. One of his slogans, "**Good morning. Have you used Pears' soap?**" was famous in its day and into the 20th century [5, 8].

From the above review, the traditional approach of the economics of language focuses on three major types of issues that can be summarized as follows:

* *The effect of language on economic variables such as earnings;*

* *The effect of economic variables on the dynamic developments of languages;*

* *The mutual interactions between language and economic variables, such as the economic approach to language policy and language planning [2, 14].*

Conclusion.

In this article, we tried to give an overview of the economic approaches to language problems. After studying the history of advertising and the use of paralinguistic components in advertising, we examined one of the areas of traditional language economics, as well as the economy of a new direction, which is to apply game theory for language problems.

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