

THE ROLE AND MEANING OF WORD ORDER IN ADVERTISING TEXTS IN UZBEK AND GERMAN

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Abstract: The article reveals the word order in advertising texts in Uzbek and German, the semantic meaning of words, the significance of the inversion phenomenon in increasing the attractiveness of product advertising, as well as the power of logical emphasis.

Keywords: inversion, advertising, theme, Rhema, actual division, logical emphasis, active categories of words, verb, text, discourse

In linguistics, there are many and varied tools for effective communication. There are different ways to convey information, one of them and the most effective one is advertising texts. Among the linguistic tools that make such texts attractive, it is necessary to study word order separately. Word order in advertising texts, in particular, the role and importance of inversion, has not been systematically studied, but theoretical research on word order has been carried out. According to Yadikhanova's recognition, word order in Uzbek is a sentence-forming tool. It can change both the grammatical form and the meaning of the sentence at the same time, the order of words and its syntactic units in the Uzbek language are unique to the language of the sentence itself. There are several contrasting types of part-of-speech order. The most important of them is the opposition of the right and the opposite order. In the correct order, the parts of the syntactic structure (parts of the sentence, predicative parts of the compound sentence, etc.) are normal according to certain rules. For example, in Uzbek, the determiner is placed before the determined, the possessive participle, the complement before the object, and the case before the case.

According to N.A. Baskakov, word order is widely used as a syntactic tool, in particular, the syntactic functions of words play the role of the main tool that shows syntactic relations. In fact, in the Uzbek language, the relations between word combinations (conjugation, management, adaptation) are connected by the subordinate word hokimyoiki, order and tone.

The ways of expressing syntactic relations come from the peculiarities of each language. Syntactic relations can be expressed not only lexically or morphologically, but also through their place in the sentence order. This situation is especially evident in languages with few morphological forms (for example, English or German). However, sometimes in languages rich in morphology (for example, Russian or Hungarian) some syntactic relations were expressed through word order. In addition to being a language rich in morphological indicators (agglutinative), the Uzbek language also has a syntactic relationship that occurs through word order: ol-hollanmish. as a result of the change, a syntactic relationship occurs (red apple - red apple). In the syntactic structure of the Russian language, there is a constant change, new options for expressing ideas, which means that syntactic tools take different forms in the communicative system.

Although the grammatical construction of the language and the lexical structure apply equally to all speech styles, in the process of communication, they create a shared characteristic of the speaking purpose of the language units. This situation can be seen in the location of the considered sentence fragments within the syntactic level and in their specialization to perform certain tasks. "The order of sentences in the Uzbek language performs the following tasks:

- 1) to see the grammatical norm of the order of parts of word combinations;
- 2) to show the importance of this or that part according to the communicative purpose of the sentence (sentence);

3) reflecting the stylistic nature of the speech, etc." I.I. Kovtunova studied the order of words and actual division of the sentence in diachronic context. He stated that there are types of word order: normal order, changed order, contact (side by side), distant (distance). These thoughts of the author are also important for word order in Uzbek poetry. He also emphasizes that it is also possible to create oral-conversational paint, folklore-narrative or poetic form using the order of sentences in written speech. Accordingly, the tasks of sentence order in written and oral speech are different. It shows that I.I. Kovtunova's opinion that the place of the word in the verse is important for the poem, not the word order in the sense we understand. But the phenomenon of inversion is important not only for poetic texts, but also for creating prose texts, including advertising texts.

Many errors and shortcomings related to the composition of the text can be observed in advertising products presented in Uzbek. If one of the samples is analyzed, the stylistic errors that occur when the order of words in it is changed become visible:

Word order in Uzbek is different from Russian, English and German. Taking into account that it is morphologically agglutinative, there are clear differences in syntactic construction. The problem is that there are many grammatical errors in the text of advertising labels. The biggest problem in this regard is problems with word order in sentence construction. It is clear from the given example that the inappropriate use of the word order, the incorrect use of the word leads to incomprehensible situations. For example, in the advertising text, in the sentence "Tezpishar vermicelli with chicken in a home-made broth", it is written in capital letters to emphasize the fact that it is "with chicken". But the word order in the sentence is confusing. It can be presented in the following options:

T/r	Advertising text Expressed meaning	Advertising text Expressed meaning
1.	"Tezpishar vermicelli with CHICKEN in home-made broth" The original version (emphasis on what kind of meat it is made from) has a stylistic confusion.	"Tezpishar vermicelli with CHICKEN in home-made broth" The original version (emphasis on what kind of meat it is made from) has a stylistic confusion.
2.	"Tezpishar, vermicelli with chicken MADE AT HOME" In what conditions it can be prepared, that is, emphasis on convenience	"Tezpishar, vermicelli with chicken MADE AT HOME" In what conditions it can be prepared, that is, emphasis on convenience
3.	"Instant chicken vermicelli prepared at home" Emphasize what kind of meat it is made from (based on word order)	"Instant chicken vermicelli prepared at home" Emphasize what kind of meat it is made from (based on word order)
4.	"Home-made fast food vermicelli with chicken" Emphasis on preparation time	"Home-made fast food vermicelli with chicken" Emphasis on preparation time

The issue of using word order in German advertising texts does not exactly correspond to the Uzbek language, there are various reasons for this, the most important of which is the existence of a grammatical difference.

Here are some examples for comparison:

However, dialogue in television commercials is an artificially created communication that takes place in an artificially created communicative situation. Often we don't even know what kind of relationships the communicators have and whether information can be exchanged between them. Such a dialogue is primarily intended to mask the monologue-oriented speech of the advertising message and at the same time give it a certain degree of credibility and authenticity. Nevertheless, it is difficult to expect a simple copy of real dialogue from an advertising message whose main goal is to have maximum impact on the consumer.

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