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

Nematjonov Shokhrukh
Master's student of the Ariental University

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

Communication is used in advertising to hide the disturbing psychological effect of the consumer directly aimed at him. An advertising dialogue is created on the basis of a monologue promoting the advertised product. Therefore, while formally observing the conditions of natural dialogic speech, teledialog actually turns out to be a link of the main advertising communication between the producer and the consumer. Imaginary teledialogue participants exchange certain information, as if they do not know that they are actually connecting the entire large television audience to their communication at the same time, thereby significantly expanding the number of relevant secondary communication participants. In this case, the interactivity between the characters of the video is not as important as the interactivity that occurs between these characters and the television audience - the primary communication destinations.

Thus, secondary communication in advertising is subject to the goals and objectives of primary communication. At the same time, advertising speech has a very clear structure, which is formally oriented towards natural dialogue speech. Given these characteristics of secondary communication in advertising, researchers suggest that dialogues in commercials be called dialogue structures.

An example of such a dialogue structure is the following video advertising Clean&Care skin cleanser. The conversation takes place between two young girls who are sitting on the sofa and are discussing the latest events. It also includes a third participant - a female voice:

Then he came closer, and closer, and even closer...
– And then what happened?!
– He came even closer and closer...
– What was going through your mind?
– I was wondering if my skin looked OK...
(kadr ortidan ayol ovozi eshitiladi):
New from Clean & Care! Removes dirt and excess talc.
(yana qiz bola):
– And then what did he do?
– He closed his eyes...
– Because of your skin?!
– No. He kissed me! (kadr ortidan ayol ovozi eshitiladi):

© 2026Scottish International Conference on Multidisciplinary Research and Innovation. All Rights Reserved.

Clean & Care. Reliable care for clean, clear, beautiful skin—always under control! In this television advertisement, the product is presented to the audience through communication. An inversion phenomenon occurred in each speaker's speech. Inversion serves to increase the effectiveness of speech.

In addition to this advertisement, it is also presented in the form of a video clip. Its text in the form of a conversation will be as follows:

M: – Mmm... Super!

W: – No. Soup meal.

M: – What do you mean, soup or meal?

W: – A soup meal from Maggi!

Ingiliz tilidagi reklama matnida fikr aniq va tushunarli ifodlangan:

T/r	Advertising text Expressed meaning	Advertising text Expressed meaning
1.	**Bon appétit! Alphabet soup made with natural ingredients.** **Bon appétit! Delicious alphabet soup made from natural ingredients**	In this case, exclamations begin with words. It can be seen from the translated text that the sentence is formed in the correct order.
2.	**Bon appétit! ALPHABET SOUP made with natural ingredients**.	In what conditions it can be prepared, that is, to emphasize comfort

In Uzbek linguistics, very little scientific research has been carried out about the advertising language, but the change of word order and related phenomena have been widely studied. In particular, R. Saifullayeva emphasizes that among the actualizers there may be other tools besides the order.

When they gain priority value, the role of order diminishes. Among the important tools, the scientist includes phonetic, lexical and grammatical actualizers:

1) prosodic actualizing tool. Such actualizing tools include logical emphasis and associated speech tempo and pause.

The more independent words in a sentence, the more word stress there is. However, no matter how broad or narrow a sentence is, it has the same logical emphasis. Whichever word gets the logical emphasis is the rhema, and the rest of the sentence is the theme. In sentences consisting only of possessor and participle, whichever part gets logical emphasis, it takes the status of rheme: 1. We opened: we opened - theme, we opened - rheme. 2. Old-fashioned items are sold: old-fashioned - rema, sold - tema.

Emphatic emotional emphasis. Emphatic stress also highlights a particular word in a sentence. This makes it look like a logical accent. However, in contrast to logical emphasis, emphatic emphasis is strongly emotional. In Uzbek, a vowel or consonant in a word under emphatic stress is lengthened. But in advertising texts, the stressed part is written with capital letters. For example: Tezpishar vermicelli WITH CHICKEN MEAT. FOR SALE wardrobe, table-chair, iron, first the section is written in capital letters, then the name of the items is listed.

A pause is also used as an auxiliary tool in a word under logical and emphatic stress. There is often a pause before the stressed word.

© 2026Scottish International Conference on Multidisciplinary Research and Innovation. All Rights Reserved.

2) lexical and grammatical updating tool. Various lexical and grammatical forms in the Uzbek language also participate in the actualization of a certain word. These tools come with logical emphasis and are auxiliary actualizing tools. In advertising texts, the stressed part is written in capital letters, even if it is in the middle of the sentence or at the beginning:

1) There are warm SOMSAs.

2) TRAVEL with us!.

3) HURRY UP! New products have arrived!

With this lexical-grammatical tool, the fragment is actualized with a logical emphasis - it becomes a rheme.

Not every sentence has a theme-rhematic division. There are also sentences of such a form that they can be called communicative indivisible sentences. There is no theme (known information) in such sentences. The whole thing is just a rhyme. The information function of such sentences is to express the existence or occurrence of an event:

1. An AUCTION will be held

2. STARTS April 20 at 2:00 p.m.

3. ENDS: 5:00 p.m. Communicative integrity is related to more coherent content of sentences. In participle sentences with two components, it is connected with the semantics of the sentence:

1. WE BUY: old TV, radio transmitter, iron.

2. For sale: phone, wristwatch, tablet. The semantic structure of such sentences is almost similar to monosyllabic sentences. So, such words have no stylistic possibility. In these sentences, not the order of words, but the tone and punctuation marks create stylistic meaning.

In conclusion, it can be said that researching the conclusions of the theory of word order in linguistics outside of poetic texts, including advertising texts, which are extremely necessary for the life of society, will create new opinions and views in this regard. may cause it to occur. After all, advertising is necessary both for entrepreneurs, who are considered the backbone of the country's economy, and for customers and buyers - consumers. The attractiveness of the advertising language, its quick attention-grabbing, is directly related to the order of words and logical emphasis in the text, and its monographic research opens the way to new directions.

References:

1. Ядиханова Т.С. Порядок слов в простом предложении в узбекском языке. АКД. – М., 1954, – С. 4.
2. ЎзМЭ, 2004. 8-жилд. Б. 196.
3. Баскаков Н.А. ва бошқ. Умумий тилшунослик. –Тошкент, Ўқитувчи, 1979. –Б. 16.
4. Тестелец Я. Г. Языки русской культуры. – М.,1999. – 640 с.
5. Маҳмудов Н.,Нурмонов А. Ўзбек тилининг назарий грамматикаси. Тошкент: Ўқитувчи, 1995.Б.16-17.
6. Ковтунова И.И. Современный русский язык. Порядок слов и актуальное членение преложения. –М., 1976. –С. 22.
7. https://www.amazon.de/-/en/ref=nav_logo

© 2026Scottish International Conference on Multidisciplinary Research and Innovation. All Rights Reserved.

8. Сайфуллаева Р., Менглиев Б., Боқиева Г., Қурбонова М., Абузалова М. Ҳозирги ўзбек адабий тили. – Тошкент: Фан ва технологиялар, 2010. – Б. 41.

© 2026Scottish International Conference on Multidisciplinary Research and Innovation. All Rights Reserved.