

Specific Aspects of The Use of The Imperative in Advertising Texts

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ABSTRACT

In advertising texts, the imperative is often employed to create a sense of urgency or command, prompting immediate action from the audience. It directs consumers to take specific actions, such as "Buy now," to drive engagement and sales. The tone is typically assertive, aiming to persuade and influence consumer behavior directly. The imperative also facilitates concise and impactful messaging, helping advertisers convey a clear call-to-action within limited space or time.

KEYWORDS: imperative, informative-illustrative function, argumentative-rhetorical, semantic, communicative actions.

INTRODUCTION

Modern communicative linguistics analyzes the characteristics of mass communication processes and, in addition to the traditional type of news perception and sharing, also promotes an affective type determined by the emotional need for something new. At the same time, communicative actions to share new information can be layered on purpose-rational and value-rational actions, to correct them from the point of view of traditions or to color them emotionally for a better, more effective and deeper perception. will do.

In particular, the communicative information and interpretation strategy evident in the texts of newspaper analytical journalism and the regulatory strategy presented in newspaper advertising reveal the similarity of tactical approaches related to argumentation tactics in the implementation of communicative tasks. In this context, the exclamation works as a means of arguing against chauvinism, in other words, "one can talk about the emotional type of argument, or about emotions as a form/method of argumentation." The relevance and importance of the study of emotionally determined argumentation related to the psychological mechanisms of persuasion is undeniable: "This is also a part of the linguistics and semiotics of emotions, which requires independent research on the materials of different languages" (Shakhovskiy, 2017: 11) .

It is a method of presenting arguments in an emotional way and plays an argumentative-rhetorical role in the speech organization of the newspaper text, exclamations also allow expressing different emotional-evaluative meanings, i.e. also has a semantic meaning. Based on this, exclamations participate in the implementation of functional syncretism, in particular, the informative-illustrative function (proving any facts, being a means of explanation), as well as the subjective-modal function (expressing an emotional attitude to something). topic of speech).

Let's give examples of combining argumentative-rhetorical and semantic features of exclamations. In the above contexts, exclamations help to express the following subjective-modal meanings, which form arguments for facts (argument for reality):

Anger: This vagrancy especially hinders the preparation of building permits. Even with a properly allocated plot of land and a completed project, it can take a year to get a positive decision!

sarcasm: Calm down, moms and dads! Collect Validol and go to the school market. On the eve of September 1, you still have a lot of new and interesting things to learn! Fortunately, publishers and school supply vendors won't let you get bored!

sorry: The smell of smoking, tobacco smoke... What could be worse for those who don't smoke themselves, but have to breathe all this regularly at home or at work!

One of the stable verbal methods of motivation in communication was and remains an imperative, that is, a command. Imperative expressions are linguistic constructions, presented in one form or another (usually in the command mood), containing an instruction to the addressee about what to do. Related to the above, the most trivial but effective form of imperative in advertising is the American slogan "Just Do It!" short "click" phrases created in the style: "Buy!", "Hurry!", "Choose!" and so on.

When coming up with such expressions, it is necessary to strictly remember the wise rule that the force of action is equal to the force of reaction. The consumer, like any other person, does not want to make a direct order. In response to an imperative voice call, the average addressee of an ad usually responds with phrases like "Stand tall" in their thoughts.

Also, if the construct fails, the ad takes on the character of anti-ad or cancels itself. For example, "Say NO to stuttering!" The advertising text under the imperative slogan loses its meaning and ability to influence.

In more complex and specific constructions, the command is disguised as an imperative rather than an imperative. For example, a text advertising a bank service such as a consumer loan expresses the joy of a family that has taken a loan: "We got a loan from the bank and made our house beautiful." However, the absence of WE forces us to read the text in two ways, including the command: "[Let's] take it, [let's] do it!" Very effective advertising, real creativity.

The imperative mood category appears to be linguistically universal, as it is common to both ancient and modern languages, as well as to languages belonging to typologically different groups. For example, there are different sets of distinctions between the Latin imperative and the indicative and the subjunctive. A command expresses a demand or desired action or process and expresses the will of the speaker - his request, order, command or summons. There are no grammatical tenses of the command.

Imperative. The declension of the verb used to express commands (Go away - Go away), requests (Please sit down - Please sit down), warnings (Look out! - Be careful!), sentences (Have another piece - Get it again!) and requests (Help me! - Help me). Sentences with a semantic verb in the imperative mood require the person addressed to perform some action. Consequently, the subject of a typical imperative sentence is the 2nd person pronoun "you/you", but is usually omitted, as in the following sentence: Go away! - Go!, but it appears in accented sentences: You do as you are told! (Do as you are told!); You listen to me! (Listen to me!), Don't you do that again (Don't do that again!).

As you can see, most reference books and dictionaries of the English language say that the imperative is used to express commands and requests (some of them say "orders or commands"), although in fact the range of meanings given by the imperative is very wide. Tom MacArthur lists commands, requests, warnings/admonitions, and entreaties in the definition above. However, upon closer examination, it becomes clear that the imperative has many other functions that are very actively used by modern mass media.

Another point that can be noted is that the imperative is used more widely in American English than in British English, an impression that may be related to some characteristics of the national mentality.

And yet, the command is a grammatical phenomenon, the frequency of which indicates a certain thought and unceremonious behavior. This is perhaps one of the most important concepts in modern linguistic practice, concepts that express the will of the speaker to rule, appoint, etc. Thus, in American English, an optimistic, encouraging call that reflects the mood of the people Keep your chin up! ("Keep your head up!") or the encouraging phrase "Keep smiling!" ("Smile!"), which means that you should always maintain a positive image of yourself in others or emphasize the positive, Accentuate the positive! (Look at the positives!), which encourages you to focus on the good first, or Get real! ("Look at things realistically!"), which requires starting from the actual state of things, or Keep on trying! ("Don't give up trying to achieve what you want!"), calls for perseverance in achieving your goals. All of them express wise and positive thoughts and have an imperative form, that is, very categorical, which corresponds to some features of the national character of Americans.

When we look at different examples of the command, it is especially noticeable that the specific meaning expressed by this form (in this case, advice) depends not only on the grammatical form, but also on the intonation and semantics with which it is pronounced. And the list of possible meanings of a command is very wide: request, order, call, warning, admonition, instruction, urgent advice, recommendation, encouragement, persuasion, firm request, incitement, encouragement, and so on.

This information seems very important - the need to make requests and commands is as important as the need to share information. All the many functions of the imperative can then be explained by its universality and its ancient roots, basic features for language, as explained in this article, a long history as a building component of various human languages and even animal languages.

Without going into the details of the philosophical arguments, the conclusion that emerges from this article is that the imperative is closely related to moral judgments. Indeed, only an absolute conviction of one's rightness can give a person the basis for forming his judgments in an imperative mood.

The bottom line is: the imperative should not be taken for granted, it is not a simple structure, but a structure filled with a mass of cultural, social and psychological associations. It works at the subconscious level, because we usually pay attention to the meaning, not the syntactic structure of the sentence. It is no coincidence that advertisers use this tool very actively to influence the thinking and behavior of people, social groups and society as a whole. They often use the imperative because they know or feel that it is a very effective construction. They use this grammatical form very skillfully, and because the recipients of their advertising texts find it difficult not to respond to the influence of this structure, they can become angry. When instinct tells them to obey, receivers get angry, and the voice of reason tells them that they are encouraged to do things that are not necessary for them.

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