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A Pragmatic and Discourse Analysis of Newspaper Headlines in English and Uzbek

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Abstract: This article provides information on the news presented in newspapers and the pragmatic analysis of the news in them and their presentation in English-Uzbek translations. Today, the text of newspaper headlines has become the main subject of scientific research in linguistics, psychology, sociology, journalism, pragmatics and several humanities.

Keywords: Newspaper text headline, journalistic activity, message, conversation, reportage, articles, plaque, personal advertisement, linguistic analysis, intercultural communication, culture of different languages.

Introduction

We know that in social life, the owners of certain fields use advertisements as the most effective means of communication. Because today the world is full of new reforms. Its practical importance, explanatory plan, implementation process, of course, cannot be realized without advertising. Advertising activity in the Republic of Uzbekistan was regulated by the law "On Advertising" adopted by the legislative authority on December 25, 1998. It is noted that "advertising is special information distributed about legal entities and individuals or products for the purpose of direct or indirect profit (income)." It is known that the most influential tool in advertising activity is the advertising text. There are a number of similar approaches in science to the interpretation of advertising text features. S.N. Berdyshev tries to interpret the text of newspaper headlines through textual-symbolic means. He stated that the advertising text in itself (for example, between the seller and the buyer) performs the function of communication.

Main part:

This scientist points out four main purposes of information that arise in the process of a creative approach in the form of textual information:

1. Recruitment process. The text of the headlines in newspapers has a certain formal image and content, and it should be able to attract the consumer.
2. Arousing interest. The lexical and semantic composition of the text of the headlines in the newspapers should have the power to stimulate the interest of the consumer and the information sent through the advertisement should be able to fully meet the requirements of the receiver, because only when the advertisement fully meets the requirements of the consumer will he read the advertising information, get into it and act on the received information. begins to think in imagination.
3. Emotional impact. The advertising text should give pleasure and benefit to the recipient. The advertising text should have such an effect on the buyer that an image of a seller appears in his mind, which should make him ready to form his inner "I".

4. To remember. Advertising text creates an irrevocable result that leaves a certain mark in the buyer's imagination and serves to guide him like a guiding star in the world of products.

It can be concluded from the opinion of the researcher S.N. Berdishev that the text of the headlines in the newspapers allows the listener to think positively, and also controls the outcome of the shopping activity, and also the science of persuading that it can easily eliminate the difficulties and questions that arose in it (regarding the purchase). teaches. Therefore, the text should be able to find a place in the mind of the buyer and help him to get out of the situations that make his tongue dull. Observations show that a number of scientists and specialists were interested in the issue of "Text heading in newspapers" and studied its features. More precisely, those who studied its evolution and diversity.

A.D. According to Krivonosov, "The text of the newspaper is an informative text about this article. It is distinguished by a number of its features: firstly, it covers information about both physical and legal entities, products, ideas and initiatives; secondly, it will be aimed at a specific group of people; thirdly, it forms and supports the interests of both individuals and legal entities through a product, idea and initiative, and finally, fourthly, it enables the realization of products, ideas and initiatives".

V.Yu.Lipatova summarizes several approaches put forward in research on advertising text and expresses the following opinion: "advertising text is considered a complex genre that has informative and persuasive power, especially as a genre that attracts people and evokes a certain imagination in them. is analyzed and includes the emotional tasks that attract a person and (practically, in the form of an appeal with the power to arouse the interest and inclination of the recipient), elements that evoke imagination (that form an image of certain information in the mind of the consumer) and (confirm that the information is correct and now give him the most summarizes the skills of being able to influence (pressing the necessary step, that is, encouraging the purchase)".

The above-mentioned opinion has three important aspects:

- 1) the advertising text will necessarily be directed to a specific recipient;
- 2) advertising text arouses the interests of its recipient;
- 3) advertising text allows to distribute information about products and services and to sell them.

Approaching the advertising text as a specific type of communication - it consists of the actors who participate in commercials, the method of communication, language, information delivery, and the attitude of people to advertising. In this process, the goal of the advertiser is to fundamentally change the consumer's attitude towards the product.

In our opinion, the most important function of a newspaper text headline is to establish a positive communication between the seller or the manufacturer and the buyer. So, the task of advertising is one of its main tasks, which serves to establish communication, and it is noticeable in any type of communication.

The communication function of newspapers is not only to transmit any noteworthy information, but also to create a general image or image in the mind of the consumer about this particular product, and to raise his desires and mood. If we look at advertising and its text from a philological point of view, advertising is primarily a work expressed through words, that is, a text. The word "text" (from the Latin *textus* means weaving, connecting, connecting). According to the definition of the encyclopedic dictionary, advertising consists of semantically connected word units, whose main feature is expressed in the interconnectedness and integrity of the meaning. In fact, these texts are explained by their own characteristics and features, such as their semantic independence, focus on a specific goal, interdependence, integrity, and completeness of thought.

D. E. Rosenthal and N. N. Kokhteva's research work "Headline of Newspaper Texts" puts a "net" of forms created by publicist activity into the advertising process. From our point of view, textual forms such as message, interview, report, article, board, article for analogy with personal advertising activities are wrong. These textual structures are able to fulfill advertising goals. But they are "borrowed" by advertisers from another field of activity - publicism, says V.V.Uchenova, S.A.

Shomova, T.E. Grinberg, K.V Konangkhin.

Conclusion

In conclusion, E.V.Korneva, E.A.Kochetova, N.Marshall, E.V. Medvedeva, L.V.Minaeva, A.Yu.Morozov, N.A.Agreeing with the opinion of Khimunina, S.N. Usachyov, we can emphasize that from the point of view of intercultural communication, the task of linguists is to clarify the national-cultural identity of newspaper texts, which are considered the property of different language cultures, to have an idea about the potential of the people, the national image of their world. Because the advertising message is a carrier of a large number of symbols that can be interpreted only from the point of view of a specific culture.

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