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The pragmatic aspect of the translation of phraseological units in advertising texts.

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ABSTRACT

This study is devoted to the study of the features of the use of phraseological units in the light of the pragmatic assignment of the advertising text. The relevance of this study is related to the existing areas of development of the theory and practice of translating texts of a special pragmatic orientation, providing communication in the field of mass communication, which include advertising texts. The ability of a text to produce a pragmatic effect on the addressee is called the pragmatic aspect. If the pragmatic aspect is conveyed in translation, the text is considered pragmatically adequate, while lexical accuracy contributes to the preservation of pragmatics.

Keywords:

Metaphor, Phenomenon, Metalanguage Of Linguistics, Metalinguistics, Comparison, Analysis, Synthesis, Abstraction, Induction, Deduction.

The relevance of the topic is determined by the need to study, within the framework of the theory and practice of translation, the language of advertising, which is a kind of phenomenon of culture and art, a dynamic, rapidly transforming sphere of human activity. The term "advertising" comes from the Latin word "reklamare" - "to shout loudly" or "notify". Advertising is a huge layer of culture involved in the formation of the information environment of a modern person, a bright phenomenon of our time: all-penetrating, ubiquitous, professional. It includes a whole range of means, methods of influencing the consumer, aimed at achieving the ultimate goal - the sale of goods and services. Up-to-date and comprehensive information of the population about consumer properties and ways of using goods is the most important task of advertising.

With all the variety of linguistic research, the focus of modern linguistics is currently on the problems of text linguistics, pragmalinguistics, phraseological stylistics, as well as the analysis of types of mass communication and their specifics. Thus, the

study of a certain range of issues, even in line with one of the listed areas of linguistic science, is relevant.

The originality of the advertising text lies in the fact that it converges and intersects the interests of all the disciplines mentioned above, the scientific development of the problems of which seems to be the most promising at the present stage.

The relevance of the study is determined by several factors.

1. Appeal to the pragmatic factors of language functioning, since "only taking into account the pragmatic dimension allows us to study the development of the language, the relationship of language communication with social and mental patterns".

2. The importance of the role of phraseological units as units of the language that have pragmatically relevant properties and are capable of influencing the addressee.

3. The prospect of linguistic analysis of advertising texts as one of the most important types of mass communication.

Pragmatics is understood in this work as a specific attitude towards the recipient of information, taking into account the psychological characteristics of perception and the social status of a potential reader of advertising texts.

When preparing information with which a company is to enter the international market, special attention should be paid to the translation of an advertising appeal or brand. Increasingly, such companies do not require the creation of new advertising images and plots, but the translation and adaptation of texts and commercials that have already proven their effectiveness in the markets of other countries.

The translation of advertising almost always requires the participation of a linguist, because it is often difficult to predict how this or that advertising message will be perceived in a given region. The problem is that, due to its specificity, the advertising text usually loses its meaning and power of impact if it is translated literally.

The study of the text of advertising is an acquaintance with all its aspects and processes: quantitative, strategic and aesthetic, aimed at planning and creating a sales message.

Many advertising texts are built on the basis of phraseological units, which are nationally specific language units that "accumulate and transmit the cultural potential of the people from generation to generation. They manifest the features of any national language, express the spirit and originality of the nation in a unique way".

Phraseology plays one of the most important roles in the language due to its semantic richness, imagery, color, conciseness and brightness. It gives fluency, originality and grace to oral and written speech. That is why phraseological turns become very attractive material for the creators of advertising texts.

An important condition for achieving the highest possible quality and reducing the inevitable losses in the translation of advertising text is extremely careful, careful handling of phraseological units. Consideration of the semantics of phraseological units in an advertising text at the linguistic and functional-communicative levels within the framework of

the pragmatics of the text will make it possible to determine the linguistic and extralinguistic factors of choosing a model and receiving a translation.

Thus, when transferring phraseological units from the source language to the target language, it is advisable to act in accordance with the wise English proverb (look before you leap - measure seven times), cut once. In any case, erudition, knowledge from the field of country studies - the history, culture, customs and traditions of English-speaking countries, helps a lot.

The aim of the study is to consider the pragmatic aspect of the translation of phraseological units of advertising texts.

The purpose of the study required the following specific tasks:

- to identify linguistically relevant properties of advertising texts from the standpoint of their pragmatic significance;
- trace the correlation between the pragmatic setting of advertising texts and the targeted selection of phraseological units;
- to determine which system properties of phraseological units are able to most adequately implement the pragmatic setting of advertising texts;
- subject to qualitative interpretation the quantitative aspect of the use of phraseological units in advertising;
- establish the place of phraseological units in the structure of advertising texts;
- consider the most typical ways of occasional transformations that phraseological units undergo under the influence of the pragmatic orientation of advertising texts.

The object of the study is the process of developing a strategy for the translation of phraseological units of an advertising text.

Subject of research: pragmatics of the advertising text.

Research hypothesis: When translating phraseological units of an advertising text, their meaning is conveyed especially accurately if the pragmatic aspect of the advertising text is taken into account. Translation of advertising texts with a high accuracy rate is not always pragmatically adequate.

Tasks:

- to study the scientific literature on the research topic;
- theoretically substantiate the pragmatic orientation of the advertising text;
- consider the definitions of phraseological units and their use in advertising texts;
- to consider the features of the translation of phraseological units of the advertising text.

Research methods: Analysis of scientific literature, contextual analysis, comparative analysis, taking into account the linguistic and cultural paradigm and national characteristics of the respective languages and cultures.

The research materials were advertising texts in English-language publications.

Theoretical significance of the study: the history of advertising, the functions and role of advertising in society, the structure and semantics of advertising texts to ensure their pragmatic orientation.

The practical significance of the study lies in the fact that all its materials can be used in the work of a translator, as well as in further research on the pragmatic aspects of texts of various styles.

The scientific novelty of the work lies both in the choice of the object of study and the very formulation of the problem, and in the involvement of little studied material in the analysis.

New is the approach to advertising texts, as a pragmatically oriented type of texts, which are characterized by a positive pragmatic orientation.

Another aspect of novelty is associated with a fundamentally new understanding of the pragmatic relevance of a stylistic device. When considering specific stylistic devices for occasional transformation of phraseological units, there is an analysis stage, which reveals how the use of this stylistic device contributes to the creation of a holographic image and / or leads to deautomatization of text perception.

The consideration of graphical changes in phraseological units has so far remained practically out of the field of view of researchers,

and works devoted to this issue are rare. The pragmatic perspective of this method of enlivening phraseological units is not analyzed by us for the first time.

Conclusion.

The linguistic study of those areas where social, psychological and linguistic factors interact is one of the urgent problems of modern linguistics. From this point of view, the language of advertising, as one of the most important types of mass communication, is of scientific interest to a wide range of linguists: sociologist, psychologist, teacher, translator.

Since the main task of advertising texts is to influence the addressee, the issues of using language means in advertising that contribute to the most effective impact on the audience deserve special attention.

The analysis, carried out on a fairly wide material, allows us to draw the following conclusions:

- A distinctive feature of advertising texts, which is a complete graphic-text unity, is a positive pragmatic orientation.
- The positive pragmatic orientation of advertising texts implies the obligatory consideration of the psycholinguistic features of perception and the social status of a potential reader.
- A consequence of the positive pragmatic assignment of advertising texts is the holographic principle of the image, which consists in a multi-channel parallel transmission of a message to the addressee.
- The positive pragmatic orientation of texts of this type is the leading parameter of advertising texts, which determines its structural and compositional features, regulates the combination of verbal and non-verbal means and influences the selection of phraseological units, their use in the text and the nature of their modifications.
- There are relationships of interdependence and interdependence between this type of text and phraseological units functioning in it.
- The widespread use of phraseological units can be considered one of the hallmarks of consumer advertising.

- Phraseological units are purposefully included in the arsenal of means that can have a speech impact due to the fact that they have pragmatically relevant properties.

- The pragmatically significant properties of phraseological units include: the complexity of the semantic structure of a phraseological unit; figurative qualities of a phraseological unit; the ability of a phraseological unit to associative links; rhythmic-melodic organization of a phraseological unit; the ability of a phraseological unit to occasional transformations.

- In the quantitative aspect of the use of phraseological units in advertising, it is advisable to distinguish between the following parameters: occurrence, repetition, frequency, accumulation / condensation /, each of which is subjected to meaningful interpretation in the work.

- Phraseological units are used in the studied type of texts both in the usual form and undergoing transformations of varying degrees of complexity.

- All occasional modifications of phraseological units are a reflection of the pragmatic predetermination of the text.

- The most typical for advertising are stylistic devices that are realized within the framework of the configuration of the 2nd degree of occasionality.

This study does not claim to be an exhaustive solution to the problem. Despite the increased interest in the linguistic analysis of advertising texts in recent years, many issues related to the specifics of the language of advertising are still waiting to be resolved.

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