



LINGUISTIC SIGNIFICANCE OF ADVERTISING AND PR TEXTS IN TEACHING UZBEK TO FOREIGN STUDENTS

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ABSTRACT. This thesis discusses the importance of Advertising and PR (Public Relations) texts in teaching the Uzbek language to foreign students using various modern methods.

Also, Advertising and PR (Public Relations) texts can be effective teaching materials because they are modern, short, effective, and based on real life.


Keywords: Advertising, PR (Public Relations), Emotionality, Cultural context, slogan.

Introduction

In the era of globalization, simple teaching methods bore any student, and the introduction of advertising and PR texts in teaching, along with artificial intelligence, modern methods, is the best solution. By the 21st century, a new era has begun in the development of artificial intelligence. Its capabilities in analyzing large amounts of data, understanding speech, and processing natural language have expanded. With the help of neural networks, modern artificial intelligence systems have become able to play complex games, create works of art, write music, and even speak in natural language. At the same time, the issue of the correct and effective use of artificial intelligence in education has become relevant on the agenda, and many questions and controversial issues have arisen in this regard. In our time, when education without artificial intelligence is unimaginable, organizing education with the help of advertising and PR texts will increase the effectiveness of education and be interesting for foreign students. Advertisements, along with our culture, also reflect our national values, costumes, and historical monuments.

First of all, teaching the Uzbek language to foreigners using advertising and PR texts gives several positive results. Teaching the Uzbek language using advertising and PR texts; It allows you to get acquainted with dictionaries, learn cultural affinity, brevity, and conciseness, as well as feel emotions through sight. Using PR texts creates an opportunity to better understand the language of the local population, learn slogans along with various dictionaries.

The advertising message must be remembered by the recipient and recognized as familiar. Repetition is one of the most common techniques used in advertising to improve.



memorability. From a linguistic point of view, several linguistic devices are repeated, and therefore alliteration (repetition of the initial sound), metrical rhythm (repetition of the same rhythmic pattern), rhyme (repetition of the same ending), etc. are very common in advertising language. It should be noted that repetition and variation often go hand in hand. Semantic repetition, that is, the repeated use of different words from the same vocabulary, is a phenomenon of lexical variation that simultaneously acts as a means of repetition. In addition, the constant repetition of slogans, brand names, and product names contributes equally to the memorability of products and related advertising messages. It is precisely repetition that creates the opportunity for language learners to simultaneously learn both memorability and synonyms of words.

PR (pronounced - piar) — English "public relations", that is, public relations. PR (Public Relations) — The art and science of managing channels and information flows in order to better understand an organization or individual and their audience or public opinion and create a positive public opinion. Nowadays, elections, the lives of public figures or celebrities are increasingly being used. This is an interesting fact for the reader, which makes it interesting to translate and read.

Conclusion: Advertising and PR texts promote popularity. This is very important for foreign students, as each student, by learning a language, also learns the customs and culture of that nation. Reading texts, pictures, images in advertisements are all interconnected. It is precisely the approach to advertising and PR texts in education that facilitates the process of teaching the Uzbek language.

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