

ANALYSIS OF LEXICAL TRANSLATION ERRORS IN UZBEK ADVERTISEMENTS

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ABSTRACT

In this article, lexical and stylistic errors observed in Uzbek advertising counters and posters, as well as in newspapers and magazines were analyzed. The main directions of the Law of the Republic of Uzbekistan "On Advertising", measures to prevent errors in advertising were studied and suggestions were made. Also, this article presents an in-depth analysis of lexical errors found in Uzbek advertisements, aiming to shed light on the linguistic aspects and implications of these errors. The study explores the prevalence, types, and potential causes of lexical errors in a corpus of Uzbek advertisements from various domains such as retail, services, and objects. The research employs a systematic and comprehensive approach that combines qualitative methods to identify and categorize the errors.

Keywords: Advertising, lexical errors, errors, Advertising language, distinguishing between "x" and "h" sounds;

INTRODUCTION

On June 7, 2022, the Law of the Republic of Uzbekistan "On Advertising" was adopted in a new version. It specified a number of requirements in the field of preparation, placement and distribution of advertising. The law consists of 8 chapters and 53 articles.

During the development of the draft law, the laws of about 30 foreign countries, international documents and other scientific publications were analyzed. One of the important aspects of this law is that it includes norms regarding the language of advertising.

Until now, there was no requirement for advertising language in our current law. That is, the advertisement could be given in any language according to the desire of the person giving it. Now it is fixed that the advertisement should be given initially in the official language, and at the discretion of the advertiser, it is possible to return it in other languages as well.

For example, in Article 6 of the new version of the Law "On Advertising" on the "Language of Advertising", it is stated that advertising in the territory of the Republic of Uzbekistan is distributed in the state language of the Republic of Uzbekistan, that the translation of the advertising content can be repeated in other languages, the main

meaning of which is not to be distorted, the size of the text of the translation in other languages should be smaller than the size of the text in the state language, and a number of other similar norms were established.

In addition, certain concepts that led to ambiguities in the application of the legal norms adopted in the new version were clarified and supplemented with new concepts. Another important point is that, based on legislation and law enforcement practice, as well as foreign experience, the requirements for advertising have been strengthened and new norms have been introduced.

MAIN PART

On the streets, we can see signs, advertisements, shop fronts of various shapes and sizes, organized and unorganized. Television, radio, print publications, social networks, where advertising materials are not posted, do not count. So why do you need advertising? Why are we witnessing so many ad placements nowadays? Are all of the ads being served up?

Advertising - information about the quality of goods, benefits from their purchase; is special information distributed about legal entities and individuals or products for the purpose of direct or indirect profit (income). Businessmen and entrepreneurs attach special importance to advertising. And through this, it seeks to provide information about its product to a wider audience and to earn more. But sometimes we forget that there are rules and regulations for advertising.

In recent years, modern technologies, new and creative advertising and marketing methods, special ways of advertising information distribution and methods, which cannot be regulated by law, are increasing in our republic, as in the whole world.

Naturally, it was quite outdated, it was time to make appropriate adjustments. In this regard, in order to regulate relations in the field, including protecting consumers from false advertising, creating favorable conditions for the participants of the advertising market, the Agency for the Protection of Consumer Rights under the Anti-Monopoly Committee "Advertising to A new draft of the Law was developed.

You will be annoyed by the mistakes and idiosyncrasies found in the signs on roadside shops, elegant wedding halls, teahouses and kitchens.

"Beatress", "Modamochka", "Bellona", "Cinderella", "Dubai", " Zolotaya barrel ", " Arbat ", " Tri like medved ". No matter which city of our country we go to, our eyes will be "joyed" by the names of this direction. Some of them you have a hard time pronouncing because you don't know what language they are from. Because these names are foreign to you, they quickly leave your mind and do not enter your heart. It remains on the street itself. I wonder if you were born, grew up, built a magnificent building in this country, why do you name it in another language? We started our observations with the analysis of some building names and facade inscriptions in Surkhandarya region. "TANKHO STYLE". At this point, let's remember the article of

the law mentioned above. It mentions "...introduction of universally recognized scientific-technical and socio-political terms...". If it is really based on this article, why are there so many conditional names? Isn't there some regulatory body that controls them? The name given to the building is half Uzbek and half English, and there is also a spelling mistake. "TANHO STYLE" should be written instead of "TANKHO STYLE". This name could be called "SINGLE STYLE"! What's wrong with giving a purely Uzbek name?

On the facade of another building is written "**Husni-Marjon KTFX-affiliated workshop**". There is a typographical and stylistic error in it. If we want to write correctly "**Husni**" should be written as "**workshop belonging to KTFX**". As a result of not writing the adverb, the sentence has a stylistic error. We also paid attention to the name "**Farm goods in 1001 maya chuida**". Usually, in Uzbek, a hyphen is always placed between two nouns. For example, small things, tea-bread, dishes. This rule was not followed in the above record.

How about one of the paynet branches in the city that says "Paying with us is easy"? After all, the sound "t" is not heard at the end of the word. In another case, a car belonging to one of the government organizations with model number 01.385 SEA HYUNDAI is written on the back of the car "**Yo'l qoidasi – umir foydasi --Rule of the Road is a life benefit**". Do not the employees working in government agencies and organizations know that it is written "umr" and not "umir"?

The x and h sounds were not distinguished at all on the roadside signboards representing the names of regions and neighborhoods, and the rules of spelling were violated very rudely. The saddest thing is that these columns have been in this condition for years. There is no one generous enough to pay attention to them.

The inscription shows that "Welcome to **the** 19th International Exhibition of Education and Specialization ". According to the rules of spelling, there is no hyphen after the Roman numerals, it should be written in the style of "exhibition" and not "exhibition". Since this event is international, participants from abroad will naturally take part in it. If among them there are persons who know the Uzbek language, what can be concluded about the attention given to the Uzbek language? Small mistakes that seem insignificant at first glance are the axe that cuts the root of our language. If we count, the number of such mistakes will increase. The advertising posters that we mentioned above may be removed over time, but no one can guarantee that the ads that will be placed in their place will be written without errors. We are still talking about situations in large objects that attract our attention. Someone you don't trust to talk about posts on social media.

It's funny to think about social media posts that require so much speed when there are so many mistakes in our ads that fill our streets. One of the saddest cases is observed in the process of writing the titles of our newspapers and magazines with capital letters.

In this process, the writing of letter combinations Sh, Ch, ng (constant subject) is always wrong. In newspapers and magazines it is given in **SH** , **CH** , **NG** style. The alphabet of the Uzbek language, based on the Latin script, does not have the above letter symbols. **Ш** , **Ч** , **h part** of letter combinations should be written in lower case even when written with capital letters. The following letter combination **ng** can only appear at the end of a word and cannot appear at the beginning of a word, so it does not have an initial form. So why are we writing this compound in the form of **Ng** or **NG** , based on which rule are we writing it? Such mistakes can be found a lot in the central cities of our country. We don't want to blame anyone, we don't want to search for the reasons for this. We just want to tell the truth and call for awareness.

According to statistics, the respect for the national language is so strong in the country of Lithuania that there are no announcements or advertisements written in any other language on the streets of the country. In Turkey, respect for the national language is also enviable. Turkish terminologists try to find a Turkish alternative for every term that comes from another language. Moreover, only Turkish songs are played in Turkish restaurants. Many more examples of such information can be given.

Another issue is that today the names of the shows on our local TV channels are becoming completely foreign. "Knock out", "Adrenaline", "The cover up", "Bojalar Community", "Shukur show". The same thing is our national language our respect This show is intended for Uzbeks, not for other nationalities. The purpose of listing the errors in our short article is: first of all, everyone should love their own language and use it correctly, and not be ashamed to speak in this language, to name their businesses and children in the national language. We do not mean that words from other languages should not come in with these thoughts.

We are exposed to advertisements every day whether we like it or not. A simple example: when we turn on the TV, we witness various advertisements being broadcast. Among them, medical advertisements take a significant place. I would like to draw your attention to an advertising text:

"Colgate" tooth paste advertising (*Figure 1*) text:

Are you absolutely ready? To meet his family? To this important event... Other Unlike ordinary toothpaste, the advanced formula of new "Colgate total" on the teeth, tongue, gums and in the lunge to bacteria against will fight and ten two hour during protection does.

You absolutely ready be for – new "Colgate total"! Be absolutely prepared for everything!

Picture 1



This of advertising Russian option with met person direct translation of the text done right away understands Such in translation Uzbek language standards bypass cases observed. Advertising initial sentences syntactic in terms of crazy Actually: *"What about you (your lover) family with to get acquainted are you ready?"* in the style of must be. That's it in place again one aspect attention our focus need In advertisements there are places that are not typical of our mentality. Most of us have at least one budding in our family coming young child there is them carefully if you observe TV set through they easily memorize the broadcasted advertising texts. Advertisements are so ingrained in their minds that even before the ad starts, they recite the ad as if they were reciting poetry. Advertisements like the one above have a negative impact on their national outlook mother of the language communication skills to take over too own effect without showing won't stay. Today, our people are going through difficult trials. Unfortunately, the corona virus has left our country the past no. So in the circumstances this process in advertisements reflection reach natural. Virus protection, him infected when how road catch necessity on the surface recommendations in social ads own on the contrary is finding So ads observes we are we witness the presence of methodological insanities in them . *" How to conduct funerals during a pandemic transfer should?"* said to the question answer giver social in advertising speech speaker person we observe a number of shortcomings in his speech . Including:

"What kind of funerals can be held that respect the dead ?" (In fact, it should be in the style of *" How to conduct funerals while respecting the deceased ?"*)

"It is necessary to temporarily leave seeing each other " ; "In the bath used all things turn on send job necessary" "It must be dried in the sun for five to six hours" "... those who came social the distance storage facilities _ important"

Unfortunately, we see that there are many spelling mistakes in foreign medical advertisements as well (Picture 2).

Picture 2



It is only in this preface that the errors related to the distinction of the sounds "x" and "h" were made and reflected in this writing (*"poisoning" can be seen* if it is actually *"poisoning"* or *"whenever" should* actually be *"whenever"* . Or the text uses the combination of *"sizzling boiling"* . In fact, there should be a *"boiling of jigildon"* .

Language development during economic , scientific and technological fields with dependent __ terms come in coming and to them alternative names not coming out in return them from right __ __ correct __ __ __ acceptance to be done natural _ But how we name the structures we name is up to us. We all know that tourists from other countries are more interested in our buildings, built in the national style, given a national name, and reflecting the nationalism, than our modern buildings. Let's learn other languages as it is the demand of the time, but let's not forget our identity because we have learned another language. One of the scholars says: "A person can learn another language and become knowledgeable in it, but he will be perfect only in his own language." Therefore, let us first be perfect in our language. We think that mistakes will be reduced as much as possible if people who are familiar with the rules of the Uzbek language work in advertising agencies. Not only in the advertising agency, but also in other official organizations, the work of qualified linguists avoids awkward situations.

The Uzbek translation purposes the same as the source advertisement. The use of the same image in the target text is justifiable because the symbol of the hand can have the same effect in the Uzbek culture as there is no indication of regionalism in the advertisement. In terms of written text, the pronoun "everybody" which has been translated by the expression "barcha" in Uzbek is used to show that Coca Cola is favored by a larger number of people across the world. Differently, the definite article "the" used in the original advertisement however, in Uzbek grammar there is no any article. The translator has succeeded in retaining persuasion in Uzbek by making use of permutation. The combination of the verb in French has enabled the translator to change the register. The register in Uzbek is elevated because if the translator had written in a current register, the sentence would have been "Barchaga tanish salqin ichimlik". The use of an elevated register has enabled the translator to produce a more refined and therefore an advertisement that is more catchy in Uzbek.

Next advertisement comes from the National Geographic magazine back page in 1955. The essential goal of this advertisement is to show the popularity of Coca Cola. In the image, the advertisement features Santa Claus who is drinking some Coke. The next famous slogan: “Almost everyone appreciates the best”. At the bottom of the image on the left, we also observe two little twin girls dressed identically who are holding a carton of Coca Cola that they have taken from the supermarket trolley in front of them. We also read “America’s preferred taste” and to the right of that there is the Coca Cola logo and a bottle of Coke. Under the bottle we read “we read “see Eddie Fisher on ‘Coke time’ NBC Television twice each week”. Finally there is the sub text at the right side of the bottle. On the next level, Santa symbolizes older people where the young girls symbolize young people. The use of Santa Claus and the young girls is therefore to show Christmas is coming, and people are buying Coke with their groceries, which pleases their children. The reference to NBC (National Broadcasting Corporation) television is relevant because it was the first major television broadcaster in the United States. Moreover, the use of the expression: “See Eddie Fisher on Coke time” in the advertisement is relevant because from 1953 to 1957, Eddie Fisher featured in several television series including “Coke Time with Eddie Fisher”. In this advertisement, Eddie Fisher is a symbol of success. The popularity of Eddie Fisher is used here to persuade consumers that Coca Cola is a good drink which is also appreciated by famous celebrities.

The Uzbek translation has the same function as the original advertisement. In Uzbek advertisement image is slightly changed. In the Uzbek image, the Coca Cola logo and the bottle of Coke is placed at the bottom of the image on the right side and the sub text is on the left side without the image of the little girls that were in the original advertisement. Moreover, the sentence “America’s preferred taste” has been replaced by the sentence “Hammaga ma’qul bo’lgan ta’m”. In order to retain the persuasion in the Uzbek setting, the translator has made use quite different slogan by rewriting the slogan “America’s preferred taste” in order to fit the Uzbek context. This is justifiable by the fact that the location had changed. Next, the translator had to find a sentence that should carry that Coca Cola is a favorite drink by a large number of people. For this reason, he chose to emphasize the freshness of Coca Cola and the numbers of bottles that are sold every day. The translator has also made use of oblique translation in translating the slogan “almost everyone appreciates the best” into Uzbek. At last, the translator has used another translation strategy which is called “oblique translation” for translating the slogan “almost everyone appreciates the best”. Translator decided to translate the superlative “the best” by the word “ma’qul”. In order to use the Uzbek superlative “eng zo’r” to translate the English superlative “the best”, the translator preferred to use the Uzbek word “ma’qul”.

Through analysis of this famous drink, we therefore made many observations, which are as follows. Besides, analysis held on the popular drink Coca-Cola to identify the different translation strategies used by Coca Cola translators. The first observation is that Cola Cola advertisements are relevant because they reflect the period when they are produced. Moreover, Coca Cola advertisements are simple; this means that it is easy to catch their meanings. Next outcome, the Coca Cola Company mostly uses directly demonstrative communication. Besides, Coca Cola uses the soft-sell technique for creating emotional as well as remember valuable feeling. In these advertisements, which are analyzed above, they highly focused on universal values such as family, love, happiness, leisure and joy in order to describe the benefits of drinking Coca Cola.

CONCLUSIONS AND SUGGESTIONS

Of course, every advertisement, regardless of its direction, must meet the requirements of the Law on Advertising. Advertisements must not endanger human life and health.

In the conditions of the market economy, the importance of advertising services is increasing, and the contribution of advertising expenses to the cost of transactions (exchange of labor products through trade) is increasing. At this point, we emphasized that it is beneficial for both the entrepreneur and the consumer that the distributed advertisements comply with the requirements of the Law "On Advertising" and regulatory legal documents.

So, Media through announcement being done each one in advertising there is language standards action should be done. also their to our mentality suitable coming the future generation upbringing for very important.

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