

Factors in the Study of Appellative Vocabulary in Modern Linguistics

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ABSTRACT: This article will talk about the manifestations of the appellative lexicon in the advertising text of the medical services provided to the population.

KEYWORD: Health, Medical culture, Service, appellative lexicon, communicative-pragmaticity.

The scientific study of the Uzbek literary language and its norms is considered important for the field of the Uzbek language. In our opinion, it is impossible to talk about the speech culture of the literary language without studying the laws of the development of the Uzbek literary language, the general state of the norms of the literary language, stable and unstable phenomena in it [1]. Despite the large number of publications covering various aspects of motivation in language and speech, the issue of appellative lexicon as a functional-semantic category and a typological category of a certain class of text has not been separately discussed in modern linguistics. In particular, in German studies. The absence of fundamental monographic works on the material of the German language on the study of the functional-semantic category of the appellative lexicon at the text level is obvious is dropped, this appellation comes from the need to clarify against the background of the categorical status of the lexicon.

Taking into account other language categories, the functional relations of language units of different levels in it, as well as the performance characteristics of appellative lexical speech signals in separate sentences and advertisements, the study of the functional-semantic category of the appellative lexicon as a factor in the formation of advertising based on the concept of the categorical status of the appellative lexicon was carried out by A.B. It can be considered a continuation of the teachings of M.Lotman, V.Eko, V.Izera and others). It is carried out taking into account the methodological principles of modern linguistics and, in particular, involving information from related humanities. In the internal classification of nouns in all Indo-European languages, as one of the structural-semantic categories, specific names of the appellative lexicon are undoubtedly singled out. Linguistics, however, not only emphasizes the fact of the existence of a layer of the vocabulary along with structural-semantic categories such as common nouns, abstract and concrete, animate and inanimate, countable and uncountable nouns, but also emphasizes the special position of the right word. If it is possible to determine a set of features that distinguish proper nouns from word groups of different levels of the language, one can talk about the position of the proper noun in the language system.

Linguistics, which studies the dialectical interaction of language and speech, has a firm belief in the coexistence of two opposite categories of language nominations in the lexico-semantic system of the language - the appellative lexicon and the onomastic dictionary.

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It should be noted that the advertisements that we encounter at every step in our daily life are a product of human thinking and are an important sign of the cultural development of man and society and the spiritual maturity of the nation.

Polish linguist B. Gavranek wrote the following in this sense: "Literary language, as mentioned, is the result of conscious work on cultured language and speech activity of people who actually use this language is language culture".

The concept of interpretation of these two opposite categories of lexical nomination, which goes back to A. Gardiner and E. Kurilovich, shows that the difference between them is, first of all, that the common noun denotes not only the names, but also the meaning. A class of objects, and a proper name is just the name of a particular individual object. Accordingly, the proper name has neither a lexical nor a derivative meaning. It has only a classification value and is expressed in the ability to combine nomenclature names - terms of kinship, geographical terms and other common nouns that accompany it.

According to a number of features of the language, it is considered generally recognized that there are proper nouns that are opposed to the class of common nouns. The division of all words into proper names and common nouns was determined in ancient philology. The most ancient semantic division of the vocabulary according to the nature of nomination was carried out by ancient philosophers - Stoics, and in particular by Dionysius of Thrace (II century BC). They not only considered proper nouns as a separate type of verbal signs, but also found sufficient reasons to distinguish them as a separate independent part of speech. The main distinguishing feature of the proper name was the arbitrary agreement of the native speakers within their action, that is, the absence of a natural connection between the noun and the concept.

The opposition of common nouns and proper nouns is supported by the argument that the appellative lexicon is, as a rule, polysemantic, and they are characterized by changes in meaning due to extralinguistic factors and developmental features of the lexical-semantic system. The language itself: the presence of lexical-semantic options in a polysemantic word, the meaning of a derivative in derivative and compound words, paradigmatic relations of synonymy, antonymy, hyperonymy and hyponymy, the influence of context on word semantics, etc. That's right, nouns are unambiguously distinguished, regardless of whether they are formed in a morphological or lexico-semantic form. A proper noun in one language system, as a rule, means one individual object of nature or a person, an animal.

E. Kurilovich describes the ratio of the two nominative categories considered in the appellative lexicon, highlights their priority as an ontological feature of the appellative lexicon, and assigns duality to onyms. The researcher explains the reasons for such correlation of the names of both classes with the differences in their denotative correlation. However, there are many controversial cases when one researcher qualifies as a noun belonging to the appellative lexicon in question, and another as a common noun. Undoubtedly, this is due to the fluidity of the boundaries between a proper name and a common noun, noted by some linguists. Therefore, O. Jespersen says: "From the point of view of linguistics, it is absolutely impossible to draw a clear line of demarcation between appellative lexicon and common nouns" [10]. E. According to Kurilovich, the differences between the appellative lexicon and common nouns lie in the wider use of common nouns and their ability to designate different objects, which is not important for proper names that refer to only one particular object. But in our opinion, it is precisely in the advertising texts in the field of medicine that the appellative lexicon organizes and summarizes information related to a single object, namely, the name of the drug, the name of the disease, the name of the diagnosis, and the medical services.

Language is a mirror of culture, which reflects not only the real existence surrounding a person, his real living conditions, but also the social self-awareness of the people, his mentality, national character, way of life, traditions, customs, morals, set of values and worldview. It preserves cultural values in vocabulary,

grammar, expressions, proverbs and sayings, folklore, artistic and scientific literature, oral and written speech; language is a carrier of culture, it bequeaths the treasure of national culture from ancestors to generations; language, as a tool of culture, forms the personality of a person, the owner of the language, through the medium of folk culture. Therefore, language cannot exist outside of culture as "a set of socially inherited skills and ideas that characterize our way of life. Although language is considered a component of culture as a type of human activity, it stands alongside culture as a form of thinking and a means of communication.

Researches were conducted on the history of advertising, its ancient status, forms and role in society, and important information about the approach to advertising as a separate social phenomenon was first published by L. Vinnichuk, L. Seneka, E. Romat, S. Kovalev, M. Zhukova, V. Uperov, E. Fedorova, K. Bucher, L. Kornilov, C. Sandidge, V. Fryburger, K. Rottsol, Sh. Abdullaeva, P. It is expressed in the scientific researches of famous advertising experts and linguists such as Nosirov and A. Madvaliev[11]. Although these works contain noteworthy, interesting, theoretical considerations, there is not enough scientific research dedicated to the complete study of the advertising phrase, to the study of its various manifestations typical of the East and the West. On the contrary, it can be noted that there are a number of dissertations, textbooks and manuals dedicated to the study of the advertising text, its types, tasks and linguistic features.

Taking into account the above, it is worth noting that advertisements are becoming more and more popular in the field of medicine. Advertisements belonging to the medical field have been serving only the companies providing their services and goods, benefiting the health of the population, saving people's time and money, creating a long life and a healthy lifestyle. and it proves to be one of the urgent problems of modern linguistics.

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