
ONLINE ADVERTISING ON THE BASIS OF DISCOURSE THEORY

Shakarov Abbos Sobirovich

Master student of Samarkand State Institute of Foreign Languages

ABSTRACT

In addition to issues of discourse structure, another major area of study in speech analysis is the influence of factors influencing smaller linguistic components - grammatical, lexical, and phonetic. For example, the order of words in a language, such as Russian, although a grammatical phenomenon, cannot be explained without reference to discursive factors. Word order is sensitive to the features of the communicative organization of a sentence, which are usually described using the concepts of subject (starting point of the sentence) and rema (data added to the starting point).

Keywords: Marketing, communicative, discourse, speech, information, consumer

Differences in the channel of information transmission lead to fundamentally important consequences for oral and written speech processes (these results have been studied by V. Chafe). First, generation and comprehension in oral speech occur synchronously, but not in written speech. However, the writing speed is 10 times less than the speaking speed, and the reading speed is slightly higher than the speaking speed. As a result, a fragmentation phenomenon occurs in oral speech: speech is generated by jolts, quanta - intonation units that are separated from each other by pauses, have a relatively complete intonation contour, and are usually simple predicates or bands. settings are coming.

Speaking of different media, it means that the Internet is more dimensional than traditional channels. In addition, in the analysis of advertising effectiveness, it creates a lot of opportunities for the target audience to appreciate and understand the consumer of the target audience.

Use such a technique as a query to analyze traditional channels. It aims to determine the attractiveness of each type of advertising. The data obtained from the study increase the effectiveness of a particular advertising campaign. It can also be assessed indirectly, by people's visitors and the goods they are interested in, as well as many other factors.

In order to calculate and understand consumers, as well as to link it to this or other advertising actions, as well as advertising means specific means, characterized by media demonstrations and demonstrations, say Articles, refusal to approve targeted action, user routes, etc.

All the information described above is collected, then the analyzers are processed and turned into a valuable resource to use in terms of advertising messages. By conducting an analysis of the data obtained, the advertising client can draw timely conclusions about how effective one or another advertising campaign can be for one person. The advantage of getting such information is access to inefficient responses, such as inefficient advertising carriers, content editing, content editing, increasing number of shows, and more. The main difference of advertising on the Internet is that it is different from any other - access to track all advertising contacts, so its use is optimal with different scenarios. The rhetoric of this ad clearly shows that its presentation is directly related to any context. Today, contextual advertising is one of the most convenient and effective options for advertising, which includes the ability to achieve a lasting result with minimal financial investment.

Product advertising is done through advertising in this way: a potential consumer first sees messages that are relevant to that person's readers. The selection is as follows:

The search engine responds to the usernames entered in the line, referring you to various types of Internet resources and giving you the answers you are interested in. In addition, depending on the content of the given topic, they are supported by advertising messages.

A visitor visits a web page that appears in any search engine, which is at the center of the resource and where the queries reside. For example, if you are looking for a high quality massage recently, we may find an article that is one of the city spas.

At present, the range of products is constantly evolving, and not the consumer characteristics of goods, but their image-building, ie ease of delivery and service, warranty repair conditions and similar characteristics are emerging as demand factors. . An important element of the attractiveness of goods in foreign markets today is the level of services provided after their sale.

Thus, on the one hand, advertising is becoming a flexible means of promoting product sales, not related to price, and on the other hand, it is becoming a new type of integrated advertising and information communication.

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