

Labels are a Type of Advertising

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ABSTRACT

The article argues that the product label is a form of advertising. Its types and requirements for the product label are listed. Linguistic study of product labels, language features (lexical, syntactic, morphological) of food labels are analyzed on the basis of Uzbek materials. Linguistic study of product labels, language features (lexical, syntactic, morphological) of food labels are analyzed on the basis of Uzbek materials. The article analyzes the text of the labels for bread and dairy products, canned food and coffee and tea.

Key words: *label, packaging ethics, lexical, syntactic, morphological signs, buyer, label writing, food labels, confectionery labels*

I. Introduction

The product label starts with the introduction of its name and brand. The advertisement itself serves to convey information about the new brand information and their features by all possible means. Advertising offers the product to the buyer according to his needs and imagination. Advertising offers the product to the buyer according to his needs and imagination.

These perceptions in man are more specifically related to his three types of motives - rational, emotional, moral, and their combined effects. Their influence is provided by advertising [1]. The term "advertising" comes from the Latin word "reclamare", which means "to shout", "to protest", "to shout", "to protest". In English, advertising is called "advertising" and means "to announce." It is interpreted as drawing the buyer's attention to the product (goods, service) and giving advice, calls, offers and instructions on that product or service. "Advertising is an important issue of our time. Advertising is the creator of modern commerce and industry.

It is interpreted as drawing the buyer's attention to the product (goods, service) and giving advice, calls, offers and instructions on that product or service. "Advertising is an important issue of our time. Advertising is the creator of modern commerce and industry. Other protective load on the product other than advertising. Some of them, therefore, advertising is a very difficult art that requires great care"[3].

II. Main Part

There are many definitions of advertising. "Advertising is a type of activity of a manufactured product. The purpose of advertising is to sell the products of the organization on the basis of information provided by industry, services, enterprises and organizations. At the same time, the desired reaction is achieved by influencing the minds of consumers in a mass and

individual way "[2]. One of the urgent tasks is to improve the quality and appearance of food products, storage, sanitary and hygienic conditions of transportation and sale, as well as their packaging

using modern materials to describe the type and variety of products, mass, consumption. The task of packaging is to protect the quantity, composition and quality of the product from changes in consumer properties in the period from production to consumption, ie to prevent the product from deviating from established norms. This function of packaging involves protecting the product from mechanical, physical, chemical, weather and biological influences. The elegant shape of the packaging, the beautiful appearance serves not only as a packaging product, but also as an advertising tool for its manufacturer and even other products that it produces. A label (label or special In some cases, the packaging is required to be beautiful, elegant, unique in appearance, in other cases it is required to be simple. Written information) is important when packaging the product. Four label paper grades A, B, C and M according to GOST 7625 are mainly used for label production. In addition to stamping them with colored labels, they also have the ability to lacquer and print patterns if necessary The mass of 1 m² of paper of grade A is 80 g, B - 70 g, B - 45 g, M - 100 ... 120 g. In addition to product label paper, writing, offset, printing paper and high-quality sealing paper are also used. . Labels are issued in sheet form and then divided into individual pieces. The moisture content of the paper should be around 5 ... 8%. If we pay attention to the linguistic features of the inscriptions on the product labels, the text of the label includes a word, a phrase, a sentence and its types [5]. For example, if we talk about rye bread made from rye, rye bread made from rye is produced in a mold or a tray, sold in bulk or in pieces.. In addition to ordinary rye bread, fermented (red) rye malt, improved boiled rye bread with spices, "Moscow" rye bread, 80% rye flour, 15% wheat flour II and red rye malt, sugar, molasses and spices, Borodino breads are made. Borodino »bread product label contains the following words: yeast, sugar, composition, Tashkent, phone and Tashkent" borodinskiy "bread, manufacturer, date of manufacture, net weight, rye flour, rye yeast, first and second grade wheat flour, Mannon Uyghur There are such phrases as "street" and "The best variety of rhubarb on the left - for your health", "Manufactured on the equipment of the German company Weschtel". This product is made in Uzbekistan, and the inscription on its lab. If we pay attention to the labels of bakery products, we can find high-quality wheat flour, along with simple phrases such as sunflower oil, sugar powder, palm oil, egg melange, strawberry flavor, and words related to the word family, such as margarine, sugar, salt, water, vanilla, yeast. complex phrases such as strawberry cream, condensed milk, and el is in two languages: Uzbek and Russian. If we pay attention to the labels of bakery products, we can find high-quality wheat flour, along with simple phrases such as sunflower oil, sugar powder, palm oil, egg melange, strawberry flavor, and words related to the word family, such as margarine, sugar, salt, water, vanilla, yeast. complex phrases such as strawberry cream, condensed milk, and "Made in Uzbekistan", "Shelf life is 3 months under storage conditions", "For questions on product quality, please contact the following e-mail address." On the labels LLC, OJSC uzb., Ru. tel. Along with acronyms such as: gr g, kcal, month, percent, day, etc.

Inscription on the packaging: If the packaging says "light" (Russian: "myagkoe" or "lëgkoe"), it is more likely to be a sandwich margarine, not butter. It is made from vegetable oils and flavorings, as well as liquid vegetable oil, which contains trans fats or milk fat. .The butter of real butter is at least 70 percent. Dietary product ”- this text does not mean that butter is suitable for any diet in which sugar, fat and carbohydrates are reduced. It is just a sign that the product is low in calories. According to the rules, 100 grams of product intended for the diet should contain no more than 40 kcal. If you are looking for a

low-fat product, it should say "fat-free": "fat free" (no more than 0.5 g per 100 grams) or "reduced or less fat" (25% less fat than fatty products).

VEGETABLE OIL The inscription on the package reads: "Cholesterol-free" - cholesterol is found only in animal fats, and in vegetable fats, it is clear that it is not! "Contains Vitamin E" - Vitamin E is found in any unsalted, unbleached vegetable oil. Even when they don't have this record! "Fitness product" is the most insidious writing. Often it implies that the product is low in calories, because trans fats damage the cardiovascular system and even increase body weight. Fitness products may also contain L-kartinin - a substance that helps you lose fat. However, the manufacturers keep it a secret that this can only be achieved as a result of physical exertion. In conclusion, it should be noted that in the inscriptions on the packaging of food products (labels, tags) there are such word groups as name, quality, number (account words) and the word of the name according to the expression of the ruling member. Compounds, simple and complex word combinations, simple sentences with one component were used. Therefore, product labels can be analyzed from a linguistic perspective. It is the task of linguists.

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