



USE OF RHETORICAL INTERROGATIVES IN ADVERTISING LANGUAGE

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Abstract:

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This article analyzes that when expressing imperative content through rhetorical interrogative constructions, although the meaning of motivation and coercion is strict, the expression is soft, expressiveness leads in the semantic structure of rhetorical interrogative sentences, and therefore, they are an extremely necessary element of the advertising text.

Keywords: advertising text, imperative content, rhetorical interrogative sentences, the meaning of encouragement, the meaning of coercion.

According to the general rules of the language, rhetorical interrogative sentences are often formed in advertising texts, sometimes with the form of a pure interrogative sentence, and often with the help of special lexical-morphological and phonetic means. Rhetorical interrogative sentences formed by the conjunction *why* (*nahot(ki)*) are associated with the meaning of surprise, sometimes requiring an answer, sometimes not. When an exclamation does not require an answer, an interrogative tone prevails when an answer is required: *Nahotki, siz Tayd kir yuvish kukunining bunday xususiyatlaridan bexabar bo'lsangiz?! (Are you not aware of such properties of Tide washing powder?!)*

It is observed that rhetorical interrogative sentences can be combined in advertising texts. In this case, reality is denied, and the meaning is enhanced. In some cases, a negation question can be refuted again using special means. Naturally, interrogative sentences occupy a special place in the system of communicative types of speech. Usually, when we say interrogative sentences, we mean a sentence that expresses a question about a reality unknown to the speaker, is pronounced using special words or in a special tone and ends with a question mark. They are more often observed in dialogic speech patterns. If those mentioned are the first general features of interrogative sentences, then the specific aspects of each language are also noticeable. When using rhetorical question words in advertising language, it is very important during the translation process to take into account the syntactic features of each language, including rhetorical question words. This is the only way to avoid some inconvenience in advertising distributed through the Uzbek media.

It should be said that the issue of structural-semantic features of rhetorical interrogative sentences in English and Uzbek languages has been studied to

some extent [3]. There is a large number of scientific literature on the features of rhetorical interrogative sentences in English [1;10-19]. In general, interrogative sentences in both languages are divided into three types according to the content of the request expressed in it:

- pure interrogative sentences: *Kim chaqirayapti? Who is calling?*
- interrogative-command sentences: *Tezroq yura olasizmi? Can you walk quickly?*
- rhetorical interrogative sentences: *Agar sherigingiz o'zini ko'prikdan tashlasa, siz ham tashlaysizmi? If your friend jumped off the bridge would you do it too?*

Naturally, in the system of interrogative sentences, rhetorical interrogative sentences are of special importance from the point of view of grammar, logic, and method. In rhetorical interrogative sentences, its answer is usually understood within the question and is used as a methodological tool in emotional speech. When used as a methodological tool, rhetorical interrogative sentences are in the form of a question, but do not require any answer, but are used to emphasize the information expressed by the interrogative sentence, to achieve its confirmation by the listener. Therefore, in some cases, a question mark is not placed at the end of rhetorical interrogative sentences. Although rhetorical questions do not require a direct answer, in many cases they are used as a means of starting a conversation with the interlocutor or as a means of drawing the interlocutor's attention to some issue. Often, rhetorical interrogatives are used to express a challenge or challenge that is difficult to answer. Therefore, a rhetorical question appears as an affirmation in the sense of negation. For example: *What have the Romans ever done for us? (Monty Python)* used to express the meaning of *"Rimliklar biz uchun nima qilib*



qo'yipti?" (The Romans have never done anything for us!). Similarly, Mark Antony in "Julius Caesar" by W. Shakespeare:

– *Here was a Caesar! When comes such another?* – *"Bu yerda Yuliy Sezar bo'lgan! Yana bunaqasi qachon keladi?"* he exclaims, indicating that Julius Caesar had a unique ability that is rare in others, and that such a person will not be born soon.

The comments of linguists that rhetorical interrogative sentences are used as a methodological tool in various genres of oral and written speech, especially in poetic works, to increase the impact of events or information, are also typical of advertising language. It is often used as a metaphor for the mentioned question in advertising texts. Therefore, this type of rhetorical interrogative sentence is often referred to as a "rhetorical statement" and the answer to the question is determined using another question of a humorous nature. For example,

- *Is the sky blue?*
- *Is the sun hot?*
- *Is the Pope Catholic?*

Some rhetorical interrogative sentences have become idiomatic compounds in English. For example:

- *What's the matter with you?*
- *Sizga nima bo'ldi? Tuppa-tuzuk edingizku?*
- *Don't you know any better?*
- *Tuzukroq javobingiz yo'qmi?*
- *Have you no shame?*
- *Uyalmaysizmi?*
- *Are you crazy?*
- *Jinnimisiz?*
- *How should I know?*
- *Men qayoqdan bilay?*

In modern English, there are a number of stylistic figures (tools) such as litota, antithesis, polysyndeton, asyndeton, climax, which in many cases take an active part in the formation of a rhetorical interrogative sentence. One of the most common means is litota. In English sentences, the meaning of negation is expressed by only one tool (part of speech). A stylistic figure called litota creates a rhetorical question by expressing the information in the sentence through the means of double negation. For example:

Not bad. – Good. Yomon emas. Yaxshi. It is no ordinary city. – It is a very impressive city. Ko'rimsiz oddiy shaharlardan emas – Ancha diqqatga sazovor shahar. That sword was not useless to the warrior now. The warrior has a use for the sword now – Bu

qilich jangchi uchun keraksiz emas. Jangchi uchun kerakli anjom.

Advertising language shows its own characteristics in terms of rhetorical interrogatives. The fact is that in some advertisements, the goal of influencing the audience's mind is intended by answering rhetorical questions. For example, *dam olish kuningizni mashina bozorida o'tkazmoqchimisiz?– Yo'o'o'q! (Do you want to spend your weekend at the car market?– No!)*

Interrogative sentences with inconsistent form and content include interrogatives and are considered interrogative only by form. But the intention of the speaker is not to ask about an unknown event, but to give information about an event known to him: *Can you forget the taste of Oramati? (from the radio)- (Oramatidan olgan lazzatni unutish mumkinmi?)*

English and Uzbek languages are close to each other in this respect. For example, let's compare these sentences *Won't you come in? Kirmaysizmi?* Interrogative sentences with inconsistent form and content in both languages can be divided into two groups:

- 1) interrogative sentences;
- 2) interrogative-command sentences.

Rhetorical interrogative sentences are extremely necessary for advertising, they have great potential for expressing expressiveness from its components. According to A.Abdullayev, "The possibilities of syntax in expressing expressiveness are wide and rich because its object is sentences" [2; 6.] Reason sentence serves for thinking and communication as the main unit of speech. In rhetorical interrogative sentences, the participle of such a sentence comes in the affirmative form: *Is there an idea - there is IKEA! Is there time - there is Meller! (G'oya bormi – IKEA bor! Vaqt bormi – Meller bor!)*

In rhetorical interrogative sentences, a strong affirmative meaning is expressed through the negative form of the sentence, and a strong negative meaning is expressed through affirmative forms. In such sentences, the mental state of the speaker or another person is described very impressively.

In summary, when the imperative content is expressed through rhetorical interrogative constructions, although the imperative meaning is firm, the expression is soft, because the overt unexpressed proposition in the rhetorical interrogative sentence (e.g., *To buy don't you hurry? (Sotib olishga shoshilmaysizmi?)* has the implicit proposition "Hurry to buy" shows this kind of gentle persuasion.



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