

LEXICAL AND GRAMMATICAL FEATURES OF ONLINE ADVERTISEMENTS IN ENGLISH (MATRIMONIAL ADVERTISEMENTS)**Raxmonova Moxchexra Soyibjon qizi.****UFA University of Science and Technology.****3 course of "Fundamental and applied Linguistics".****Доцент Кошеварова Юрия Александровна**

Annotation: This article analyzes the lexical and grammatical features of matrimonial advertising in English. The study highlighted personal qualities, family values, and emotional language tools used in advertising texts. Grammatically, simple sentences, ellipsis, present tense and adjective + noun combinations play the main role. Reduced use of the passive voice ensures the liveliness and sincerity of advertising speech. This analysis contributes to a deeper understanding of the linguistic features of marriage advertising and is aimed at increasing the effectiveness of advertising language.

Keywords: *matrimonial advertisements, lexical features, grammatical features, English, personal qualities, family values, ellipsis, sincerity.*

In modern society, online advertising has become one of the most important means of disseminating information and attracting consumer attention. As a result of the rapid development of the Internet and digital technologies, advertising has moved from traditional forms to digital platforms, enabling it to reach a wide audience in a short time. Today, online advertising plays an important role not only in promoting products and services, but also in shaping certain ideas, lifestyles, and social values. Therefore, the study of language tools used in advertising texts is one of the pressing issues in the field of linguistics and communication.

The main function of advertising language is to attract the consumer's attention, interest them, and motivate them to take certain actions. In this process, the correct selection of lexical and grammatical means is of great importance. Especially in online advertising in English, short, concise, emotional, and persuasive language units are widely used. Such features increase the effectiveness of advertising and ensure its communicative effectiveness.

Advertising language is one of the widely studied issues in the fields of linguistics, communication, and marketing. Many scholars interpret advertising language as a special type of speech aimed more at persuasion than information. In their opinion, advertising texts are created in order to influence the consumer's consciousness, form their needs and desires, and

encourage them to make certain decisions. For this reason, linguistic means that are not characteristic of ordinary everyday speech, but are highly effective, are actively used in advertising language.

Lexical and grammatical features constitute the main components of advertising texts. Lexical properties are understood as words, phrases, evaluative units, and lexical means with emotional load used in advertising. Grammatical features include aspects related to sentence structure, verb tenses, imperative forms, word order, and syntactic simplicity. Researchers note that in advertising texts, simple sentences, present tense forms, and abbreviated structures often prevail, as such means contribute to the quick and easy reception of information.

There are also important differences between online advertising and traditional advertising. Traditional advertising, such as newspaper, magazine, radio, and television advertising, is usually characterized by relatively longer texts and a more formal style. Online advertising is designed to be brief, concise, and instantaneous, taking into account the limited attention of the internet user. In the digital environment, advertising text is often presented in the form of a title, a short sentence, or a slogan, prompting the user to act quickly.

Scientists especially note the strategy of persuasion as one of the main features of the language of online advertising. Positive evaluative words, confidence-building phrases, and promises play an important role in this. Also, emotional language tools serve to increase the effectiveness of advertising text and evoke positive emotions in the reader or viewer. In addition, brevity is one of the most important features of online advertising, based on the principle of conveying more meaning with fewer words. These theoretical views serve as an important scientific basis for analyzing the lexical and grammatical features of online advertising in English.

The language used in matrimonial advertisements has its own peculiarities, the main purpose of which is to emphasize personal qualities and values in order to find an ideal life partner. In such advertisements, positive evaluative personal qualities are often widely used, such as kind, honest, caring. These words express the character and qualities of the advertiser and emphasize the desired qualities in a potential partner.

Matrimonial advertisements pay special attention to family values and cultural norms. For example, lexical units such as family-oriented, traditional, respectful are common. These words emphasize qualities that are important in family and society, increasing the seriousness of the announcement. Emotional language makes advertising texts more impactful. Matrimonial advertisements often use words that evoke positive emotions, such as loving,

devoted, compassionate. These words emphasize the warm and sincere qualities of a potential partner and leave a warm impression on the reader.

A mix of formal and informal styles is observed in wedding advertisements. Along with formal words and phrases, such as well-educated, professionally employed, simple and humane words are also used. This makes the announcement not only reliable, but also close and sincere. For example, in the sentence "Well-educated, kind-hearted woman seeking a loyal life partner," such basic values as personal qualities, emphasis on education, and family loyalty are expressed together.

In general, the lexical features of marriage advertisements are aimed at showing personal, positive, and cultural aspects in accordance with their purpose. These advertising texts serve to clearly, concisely, and effectively express the character and values of a potential partner.

In the advertising of marriage, special attention is paid to grammatical simplicity and clarity. Simple sentences are often used because they are important for potential partners to understand and remember quickly. For example, short and clear sentences such as "She is kind and caring" or "He seeks a loyal partner" are widespread. Ellipsis or omission of certain words is also common in wedding advertisements. This method helps make the text more concise and impactful. For example, by providing a list of adjectives such as "Well-educated, kind-hearted, loving" without fully expressing them in a simple sentence, the advertisement will be concise and attention-grabbing.

Present tense is the most commonly used grammatical tense for marriage advertisements. These time forms present the situation as a continuing quality in the present and increase the relevance of the announcement. For example, in the sentence "He is honest and hardworking," the present tense is used. Adjective + noun phrases form the grammatical basis of marriage advertisements. They allow for the concise and clear expression of personal qualities, professions, or other characteristics: "caring mother," "successful businessman," "loving daughter."

Passive forms are rarely used in marriage advertisements because active and direct sentences enhance reader engagement. This ensures that advertising texts are live and personalized. In general, the grammatical structure of marriage advertisements is aimed at ensuring simplicity, conciseness, and sincerity in accordance with their purpose. This makes it easier to make a positive impression on a potential partner and accurately reach the target audience.

In conclusion, the lexical units used in wedding advertisements consist more of words reflecting personal qualities, family and cultural values. Emotional language increases the effectiveness of advertising and leaves a warm impression on the potential partner. Grammatically simple sentences, ellipsis, and present tense forms ensure conciseness and clarity of advertising texts. The lack of passive voice contributes to a lively and active tone of speech. Thus, the linguistic features of marriage advertisements correspond to their purpose and ensure effective communication.

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