

that here, as a rule, different linguocultural communities have parallels and equivalents of proverbs: *Дорога ложка к обеду; compare. English. A stitch in time saves nine, Всякому овощу свое время/ Всему свое время/ Всему свой черед/ Всякое семя знает свое время — Everything is good in its season, Счастливые часов не наблюдают — Happiness takes no account of time, У завтра нет конца — Procrastination is the thief of time.*

Regardless of the proverbs and sayings of which people we are considering, it can be said with confidence that this genre of folklore is undoubtedly part of the world heritage. Proverbs and sayings determine the mentality and are passed down from generation to generation in oral and written form, developing along with the development of mankind.

Nevertheless, despite some similarities in the paremias of the studied languages (mutual calques, borrowings from classical languages, biblical texts), Russian and English proverbs developed under different historical circumstances, reflecting the socio-economic structure and development conditions, which are not identical in these cultures. The nature of the use of proverbs also differs, their prevalence in various strata of society, the prestige of experts on proverbs, etc.

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LANGUAGE CONTACT

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Annotation: The linguistic systems are involved in language contact situations, it is supposed to analyze of lexical, morphological and syntactic borrowings which are acceptance of linguistic elements from one language to another.

Key words: Lexical borrowing, Morphological borrowing, Syntactic borrowing, Calque words, language Contact, Loans

As languages exist, they always change and evolve to reflect people's changing lives and accommodate new ideas and technologies. These changes happen when languages in contact. While speakers of languages come into contact, they produce a variety of contact situations which can affect on the linguistic systems, linguistic outcome in contact and social intercourse of the speakers of the contact (Mihalicek &

Wilson, 2011).

Once the linguistic systems are involved in language contact situations, it is supposed to analyze of lexical, morphological and syntactic borrowings which are acceptance of linguistic elements from one language to another.

Lexical borrowing can be defined by loanwords and calques. Loans are words that are accepted from another language without any transformation. E.g.: Uzbek language adopted words *maktab* (school), *ilm* (knowledge), *vatan* (motherland) from Arabic after Arab invasion.

Calque words usually are acquired through word-for-word translation. E.g.: Uzbek words *dunyoqarash* (worldview), *muzyorar* (icebreaker) are taken and translated from Russian words- *mirovozrenie* and *ledokol*.

Morphological borrowing is defined by acquiring morphological elements or patterns under the impact of another language. E.g.: Tajik language lent many words such as *tabiatshunos*, *zarshunos*, *gulzor*, *lolazor* and etc. into Uzbek. Later, the affixes -shunos and -zor became productive and attached to non-Tajik roots such as *til+shunos*, *uzum+zor*, *olma+zor*.

Syntactic borrowing is defined when the elements of syntactic structure are influenced by another language, changing word-order of native language. For example: Uzbek has a complementizer of the form *ki* [ki]. This borrowing is from Persian. Normally, in Uzbek complementizers are head-final, however, *ki* is phrase-initial (Bowern, C.2008 p.205-206). E.g.: Uzbek: *Men ishonaman+ki siz tilagingizga yetasiz*
English: I believe that you will reach your desire

There are about 7.000 languages in the world, however, 10% of these languages are spoken by 90% of the world's speakers. The phenomena of language endangerment usually takes place when speakers of that language make up small number of people or has minority status compared to some other language that it exists in one territory. E.g.: According to UNESCO's Atlas of endangered languages, *Yaghnobi* is listed on degree of more vulnerable languages which is at risk of extinction with speakers of 20.000 people (Guardian, 2011). This language is considered to be a direct descendant of Sogdian (Sogdian language is a dead language) and has often been called Neo-Sogdian in academic literature (Wikipedia, n.d.).

Once the language loses its last native speaker, is called language death. E.g.: there is an ethnic group of people who call themselves *Iranians* in Samarkand. However, as I personally communicated with them, they do not know any Persian word. They speak Uzbek everywhere. As I concluded, their native language is disappeared during the course of years living in Central Asia.

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VIOLATION OF CONVERSATION MAXIMS BY GRICE AND IMPLICATURE IN ADVERTISING

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Annotation: The present paper aims at identifying the violation of communication principles in order to achieve implicit meaning in advertising texts. The data were collected by downloading, watching and transcribing the advertisement. The data were analyzed by collecting, categorizing, and explaining in the form of utterances of the advertisement based on the types of implicature interpreted through contexts and then summarized.

Key words: advertisement, pragmatics, implicature, conversation maxim, violation

Advertising is an important aspect of our social and economic lives. Advertising is a method of promoting a product, idea, or organization on the market with the goal of informing and persuading people of the product's benefits and inducing them to act. Because it actualizes certain communication tactics, advertising discourse is "pragmatic discourse." The main goal of communication, according to pragmatics, is the exchange of information. People frequently work together to communicate their goals and the implied meaning of their words. As a result, discussions are cooperative attempts based on a common ground and pursuing a common goal, all other factors being equal.

In his article "Logic and Conversation," Grice first outlines the Cooperative Principle and explains conversational implicature. "Make your conversational contribution such as is required, at the point at which it occurs, by the acknowledged purpose or direction of the talk exchange in which you are engaged," he said (Grice, 1975, p. 48). Grice created the following maxims to explain the mechanisms underpinning implication:

Quality maxim: The speaker and writer are presumed to say only the truth and to have proof of what they say or write.

Example:

A: "Do you know the capital city of Indonesia?"

B: "Yes, I do. It is Jakarta"

In the example above, B correctly answers A's question about Indonesia's capital. The answer of B is based on the truth and confidence that he knows that Jakarta is the capital of Indonesia.

Maxim of quantity: The speaker is supposed to provide as much information as is necessary for the listeners to comprehend what they have stated.

Example:

A: "Where is your mom, Teddy?"

B: "My mom is home"

In the example given, B provides a sufficient response to A's query while also contributing information to the question. A will be informed and well-understood by responding that B's mother is at home.

Maxim of manner: A speaker or writer must avoid ambiguity or unclearness in their speech and be orderly in their delivery so that the listener or reader understands what they meant.

Example:

A: "Why did Mary leave the class earlier yesterday?"

B: "She had an appointment to meet the dentist with her mom"

The example above shows that B answers A's question clearly and briefly without making any obscurity expression that might be a misunderstanding between them. Thus, by B's answer, A can know well the reason Mary left the class earlier yesterday.

Maxim of relevance: Speaker or writer is expected to organize their utterances in a relevant way according to the ongoing context.