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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.

Example:

A: "Do you want to come to Risty's birthday party tonight?"

B: "Unfortunately, I have to prepare mathematics for the exam tomorrow."

In the shown example, B's answer is relevant and appropriate with A's question. By answering such expression above, A can immediately understand that B cannot come with him to Risty's birthday party since B has to study mathematics for tomorrow's exam.

These maxims describe the listeners' preconceptions about how speakers speak, rather than prescribing how one should speak. Grice, according to Bach, proposed these maxims as directions for effective communication. (Bach, 2005, p 9). In many cases, we may see violations of these rules in advertising language in order to achieve hidden meaning. Here you can see examples of maxims violation in advertising texts.

**Violation of maxim of quantity:**

"Coke adds life..." (ad of Coca-Cola),

"Connecting people" (ad of Nokia)

"The absolute femininity" (ad of Dior J'adore)

"Go further" (ad of Mustang Ford car)

**Violation of maxim of quality:**

"Money doesn't grow on trees. But it blossoms at our branches" (ad of Lyold Bank)

"For 80 years, life is beautiful with Lancome" (ad of Lancome eyeshadow)

"RESULTS without the procedure" (OLAY cream)

"Why buy a bottle every time you're thirsty" (ad of BRITA water filter)

**Violation of maxim of manner:** "A better scratch for the long scratch"

"I'm More satisfied. I want More" (ad of cigarette More)

You will go nuts for the nuts you get in Nux

**Violation of maxim of relation:**

"The only sound you'll hear is praise" (ad of Lexus)

"My Goodness! My Guinness!" (ad of Guinness beer)

"SHINOLA DETROIT. Where American is made" (ad of Shinola watch)

"Maybe she's born with it, maybe it's Maybelline" (ad of Maybelline make up)

Having reviewed many previous works about English ads, this article focuses on the Cooperative Principle and advertising implicatures. Based on the CP and its maxims of Quality, Quantity, Relation and Manner proposed by Grice, the author analyzes the advertisements. Cooperative Principle explains how this happens by introducing the concept of conversational implicature. From the examples of the advertisement, we can see the advertisers do not always willingly express their persuasive force by the literal meanings of language. They try to use implicit words to attract audience's interest and influence them to buy their product. So from the analysis, we can see because of the using of implicatures, some ads became totally attractive. Direct ads are poor in creativeness thus weak in attracting attention and persuasive power. That's why advertisers willingly use a more subtle way to deliver their message.

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## O'ZBEK XALQ MAQOLLARINING INGLIZ TILIGA TARJIMASI

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**Annotatsiya:** maqolada xalq og'zaki ijodi janrlaridan biri sifatidagi maqollar va ularning ingliz tiliga tarjimasi haqida fikrlar bayon etilgan.

**Kalit so'zlar:** Maqollar, milliy tafakkur, qiyoslash, ma'no, til o'rganish.

Maqol xalqning ko'p asrlar mobaynida ijtimoiy-iqtisodiy, siyosiy va madaniy hayotda to'plagan tajribalari, kuzatishlari asosida yuzaga kelgan ixcham, chuqur mazmunga ega bo'lgan og'zaki ijod janrlaridan biridir. Maqol atamasi arabcha "kavlun — gapirmoq, aytmoq" so'zidan olingan bo'lib, aytilib yuriladigan ifoda va iboralarga nisbatan qo'llaniladi. Barcha tomondan deyarli bir xilda aytilib, bir xilda tushuniladigan ibora, ifodalar, asosan, maqol janrini tashkil etadi.

Maqol xalqning pand-nasihati, ma'naviy-axloqiy xulosasi, xalq milliy ruhining aks-sadosi, til tabiatining hikmatli mezonidir. Maqol to'qilmaydi, balki ma'lum sharoit taqozosi bilan yaratiladi. Demak, maqol xalq ommasining muayyan voqea, hodisalar haqidagi xulosalari, hukmi va tavsiyalarini mujassamlashtirgan o'ziga xos badiiy shaklga ega bo'lgan ifoda va iboralardan iborat.

Maqol o'z tabiatiga ko'ra xalqaro janr hisoblanadi. Dunyoda o'z maqollariga ega bo'lmagan xalqning o'zi yo'q. Chunki har bir xalq hayotiy tajribalarini maqollar shaklida avlodlarga qoldiradi. Shuning uchun ham turli xalqlar og'zaki ijodida mazmun va shakl jihatidan bir-biriga yaqin hamda hamohang maqollar ko'p uchraydi. Chunki har bir xalq hayoti va tarixida juda ko'p o'xshashliklar, umumiyliklar mavjud.

Har bir xalqning o'zining urf - odatlari, ma'naviy – ma'rifiy, axloqiy- estetik va falsafiy qarashlari, qisqasi, o'zi va o'zligi maqollarda to'la namoyon bo'ladi. O'zbek xalq maqollarining so'z san'ati mahsuli sifatida keladi. O'zbek xalq maqollarini ingliz tiliga tarjima qilish, tarjima jarayonida uchraydigan usullaridan to'g'ri foydalanish muhim sanaladi.

Maqollar ingliz folklori repertuaridan ham keng o'rin olgandir. Ularda vatanparvarlik, mardlik, adolat, ilmni sevis, xotin – qizlarga hurmat, yaxshilik, aqillilik, odob – axloq, tarbiya, hurmat izzat, ta'lim, hunar, mehnatsevarlik va shunga o'xshash bir qancha xususiyatlar o'rin olgandir.

Inglizlarda, One good turn deserves another, ruslarda, day dobro i jdi dobro, o'zbeklarda esa, yaxshilik qilsang, yaxshilik qaytar, yomonlik qilsang – yomonlik. Two heads are better than one; Um xorosho, a dva luchshe; bir kalla – kalla, ikki kalla – tilla. Healthy mind in a healthy body; v zdorovom tele zdoroviy dux; sog'lom tanda sog' aql. A fault confessed is half redressed; povinnuyu golovu mech ne sechyot; yoki o'zbeklar egilgan boshni qilich kesmas, deyishadi.

Har bir tilning maqolining ma'nosi kontekst ichida ochiladi. Lekin ayrim hollarda ikki yoki bir nechta tillarda ham shaklan, ham mazmunan mos keladigan ekvivalentlar ham topiladi:

Strike while the iron is hot. Kuy jelezo poka goryacho – temirni qizig'ida bos yoki temirni iissig'ida bos. Better late than never. Luchshe pozdno ilde nikogda – hechdan kura kech bo'lgani yaxshi. Bunday holatlar kamuchraydi. Aksariyat hollarda tarjimon mazmunidan kelib chiqqan holda har bir maqol mos o'z tilida muqobil variantlarini topishi yoki so'zma-so'z tarjima qilinishi mumkin. Shunga ko'ra, ayni bir xil maqol yoki ham bir qancha o'rinlarda, ma'noga qarab, har xil o'girilishi mumkin. Binobarin, har qanday maqollar uchun ham mos keladigan tayyor variant berish amri mahol. Turli tillarda ayni bir xil ma'noni ifodalovchi maqol aynan bir xil asosga, ayni bir narsaning bir qancha jihatlariga yoki tamoman boshqa obyektlarga tayangan holda yaratilgan bo'lishi mumkin: