

Дунёга машхур салқин ичимлик номи – Pepsi даставвал фармацевт Калёб Бредхем томонидан ўйлаб топилган. Даставвал ичимлик Brad's Drink деб аталган. Кейинчалик эса маҳсулотнинг фойдали хусусияти – диспепсияни даволаши хусусиятидан келиб чиқиб, Pepsi Cola номи шаклланган. Маҳсулот рекламасида ҳам унинг овқат ҳазм қилишга ёрдам бериш функцияси таъкидланган. Вақт ўтиб, бу ном ҳам қисқартирилиб, Pepsi номи шакллантирилган.

Бренд номлари сонлар асосида ҳам шаклланади. Seven-up салқин ичимлигининг номи даставвал “Bib-Label Lithiated Lemon-Lime soda” деб аталган. Вақт ўтиб, маҳсулот номи “7 Up Lithiated Lemon Soda” номига, кейинчалик эса “7 Up” номига қисқартирилади. 7 рақамининг қандай маъно англатиши тўғрисида турлича қарашлар мавжуд бўлиб, баъзи манбаларда маҳсулотнинг 7 та асосий таркибий қисми мавжудлиги, айримларида эса оригинал рецептда қўлланган lithium кимёвий элементининг атом массаси 7 га тенг эканлиги келтирилади. Бундан ташқари, “7 Up” маҳсулотлари Кола ва бошқа ичимликлар каби 6 унсли эмас, 7 унсли идишларга қадоқлангани ҳам маҳсулот номи билан боғланади.

Айрим бренд номлари мифологик характерга эга бўлиши ҳам мумкин. Nike спорт кийимлари ишлаб чиқарувчи бренд номи ҳисобланади. Бу ном юнонларнинг ғалаба худоси – Nike номидан олинган бўлиб, спорт кийимлари учун бу номнинг қўлланилиши спортчиларни ғалабага ундаш вазифасида ҳам бажаради. Pandora ҳам юнон мифологиясида аёл жангчи ҳисобланади. Бу мифологик қаҳрамон номига асосланган ҳолда Pandora номли дунёга машхур аёллар тақинчоқлари бренд номи шаклланган.

Лада Россиянинг автомобиллар ишлаб чиқарувчи бренди ҳисобланади. Манбаларда келтирилишича, Лада словаклар худоси саналган ва шу сабабли ҳам бу ном бренд номи сифатида танланган.

Хулоса қилиб айтганда, прагматонимлар тилшуносликнинг ономастика соҳаси доирасида ўрганилади. У ишлаб чиқарилган маҳсулот, товар ёки хизмат номини англатади. Прагматонимлар фарқловчи, информатив, “асровчи”, кафолат, психологик функцияларни бажаради.

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#### THE WAYS OF IMPROVING WRITING SKILLS OF STUDENTS

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**Abstract:** Writing has always been seen as an important skill in English language acquisition. This importance is due to the fact that it reinforces grammatical structures and vocabulary that educators strive to teach their students. It is the area in which learners need to be offered adequate time to develop their writing skill, therefore more time should be devoted to it in classrooms containing ELLs so that they will be prepared to effectively communicate in real life as well as academic situations. Exposing them to the writing process itself through various venues is an excellent way to reach this goal.

**Key words:** Writing skills, first impression, interaction, key points, coworkers, quality control,

incorporate text, face-to-face interaction.

If you're in a writing-centric or writing-heavy role—for example, marketing—you might already be aware of how your writing skills help you daily. But even if you aren't in one of these jobs, “Writing is an essential skill in the workplace, especially today with more and more people working remotely,” says Muse career coach Jennifer Smith, founder of Flourish Careers. In an increasingly online world, “There's less face-to-face interaction and more written interaction” [2].

Strong writing skills help you to communicate with others without having to schedule a meeting or phone call. They ensure readers understand the key points of what you're trying to get across, come away with the ideas and impression you want them to, and, in many cases, act to do whatever you're hoping they'll do.

“Most professionals have to craft business emails,” says Muse career coach Tara Goodfellow, owner of Athena Consultants. Emails might be how you update your team on a project, request information from a colleague, or how you follow up on a meeting with clear next steps. And in some instances, an email is how you make your first impression on a new person. For example, if you're an account executive reaching out to a prospect via email or LinkedIn, “A well-written sales pitch to a critical client will increase your credibility and help you land the new client,” Smith says.

You likely also use writing skills outside of email. Maybe you put together presentations that incorporate text or need to write a report on the results of something you did or researched. Or perhaps you're going on vacation and you're writing up what you need your teammates or reports to know or take care of while you're out.

Writing is something others can refer back to at any point—as opposed to verbal communication, which might have to be repeated and requires both parties to be available at the same time. Written records can be particularly helpful when you're trying to standardize how your team or company handles recurring tasks or training new coworkers to take these on. “Clearly writing and documenting new procedures can allow for future consistency and improved quality control,” Smith says, even if you're not available to meet with and explain the processes to each new person taking them on.

### ***Examples of Writing Skills***

There are several types of skills that combine to make someone a strong writer, including [1].

#### **Research**

Before you write a single word, you need to do your research about the topic you're writing on. Gathering information that's up-to-date and accurate is a key part of writing, and the process may help you figure out what content to include. Depending on what you're writing, research may involve learning about your target customer—whether it's an overall target market or individual company—evaluating sources for strength and credibility, talking to experts, reviewing and analyzing data, or talking to other members of your team.

#### **Planning and/or Outlining**

An outline is a pared-down sketch of what points or topics the document you're working on will cover and how you plan to structure the information, which can give you a roadmap to follow as you write. Creating and following an outline ensures you're incorporating all the important information in the right order and not being repetitive or straying too far from your point. It's often easier to get outside input on an outline than to write an entire report or similar only to find out key information was missing. Outlining skills can also be used to map out a non-writing project ahead of time or plan a process, which can be especially helpful if you're delegating to or collaborating with others [3].

#### **Grammar and Clarity**

Grammar is the set of rules governing language usage. It's what guides everyone to communicate in a similar way and, as a result, understand each other more. There are many rules of English grammar, and you should definitely know the basic ones. But unless you're a writer or editor, knowing the obscure little quirks of grammar usually isn't necessary. What *is* necessary is knowing how to construct a clear, easy-to-read, and understandable sentence so you can communicate in writing.

#### **Revising and Editing**

Editing is the process of correcting and changing a piece of your own or someone else's writing to strengthen it. You can revise or edit by making significant changes to the structure, organization, or content of a piece. Or you might proofread a piece of writing, checking for any misspellings, grammar mistakes, or typos. In other cases, you might be tweaking sentences or paragraphs to flow better or reflect a certain tone. Strong editing skills can be useful in a wide range of professional situations—from looking over a report or presentation for a teammate to spotting an error in an email you're about to send the entire company.

#### **Communication Skills**

Even if writing isn't a core part of your job, you'll likely use it to communicate in the workplace.

This might mean composing an email, messaging someone on Slack or Teams, giving feedback, creating a meeting agenda, or giving an update on a project. Being able to communicate clearly through writing will help your work go more smoothly, increase the chances you get what you want and need from others, prevent misunderstandings, and allow your colleagues to feel informed and included—ultimately strengthening your professional relationships.

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### **XORIJY TILLARNI O'RGANISHDA YOSH DAVRIGA XOS XUSUSIYATLAR**

**Asadova Ch.S. SamDCHTI o`qituvchisi**

**Annotatsiya:** Xotiraning til o'rganishdagi muhimligining yana bir jihati shuki, u o'rganilayotgan tilning lug'at tarkibini tez va oson o'zlashtirilishiga yordam beradi. Til o'rganuvchi qachonki ikkinchi tilda ko'proq so'z bilan tanish bo'lsagina, u bu tilda ravonlik bilan so'zlasha oladi. Aynan shu xotiraning til o'rganuvchi uchun beqiyos nafidir.

Tadqiqotchilar tomonidan o'tkazilgan tajribalar shuni ko'rsatadiki, ikkinchi tilni o'zlashtirish bo'yicha maxsus mashqlarni to'rt yoshdan o'n yoshgacha bo'lgan bolalarga o'rgatish ijobiy natija berar ekan. Qolaversa, "uch yoshdan olti-yetti yoshgacha bo'lgan bolalarga chet tilini o'rgatishda o'yinning ahamiyati katta bo'lib, bu belgilangan mavzu bo'yicha talab etilayotgan bilim, malaka va ko'nikmaga erishishning oson yo'lidir" [Hamre and Pianta, 2005].

**Kalit so'zlar:** interaktiv usullar, tilde ravonlik, ikkinchi tilni o'zlashtirish bo'yicha maxsus mashqlar.

Dono xalqimiz tomonidan juda ko'phikmatliso'zlar, maqollar, iboralar yaratilgan. Bu hikmatlarning barchasi o'zlarining boshlaridan o'tgan voqea-hodisalarga asoslanadi. Bejiz donolar hikmatlari tilga olinmadi. Maqolaning musaddimasini shunday bir pur hikmat gap bilan boshlashni joiz deb, topdim. "Yoshlikda olingan bilim toshga o'yilgan naqshdir". Darhaqiqat, inson yoshligida o'rgangan narsalarini hech yodidan chiqarmaydi.

Yuqorida qayd etilgan fikrlarning barchasi men bayon etmoqchi bo'lgan maqolaga aloqadordir. Chunki til o'rganish ham bilim olish, o'rganishdir. Olimlar tomonidan aniqlangan statistic ma'lumotlarga ko'ra, inson 7 yoshigacha dunyo bilimlarining 70 % ini egallar ekan [Blakemore and Frith, 2005]. Ana shu fikrga asoslangan holda shuni aytish mumkinki, xorijiy tilni o'rganishda kichik yoshli o'rganuvchilarning imkoniyati kengroq. Negaki bu yoshdagi o'rganuvchilar biror narsani o'rganadigan bo'lsa, butun diqqat-e'tiborini, ishtiyogini, qiziqishini aynan shu narsaga to'laligicha qaratadi. Shuningdek, til o'rganishda eng muhim vosita bu xotira ekanligini hisobga olsak, "kichik yoshdagi o'rganuvchilarda bu vosita, ya'ni xotira hali band etilmagan bo'lib, sof holatda o'rganilgan narsalarni tez qabul qiladi va mustahkam o'rnashadi" [Shore, 1997].

Xotiraning til o'rganishdagi muhimligining yana bir jihati shuki, u o'rganilayotgan tilning lug'at tarkibini tez va oson o'zlashtirilishiga yordam beradi. Til o'rganuvchi qachonki ikkinchi tilde ko'proq so'z bilan tanish bo'lsagina, u bu tilde ravonlik bilan so'zlasha oladi. Aynan shu xotiraning til o'rganuvchi uchun beqiyos nafidir.

Tadqiqotchilar tomonidan o'tkazilgan tajribalar shuni ko'rsatadiki, ikkinchi tilni o'zlashtirish bo'yicha maxsus mashqlarni to'rt yoshdan o'n yoshgacha bo'lgan bolalarga o'rgatish ijobiy natija berar ekan. Qolaversa, "uch yoshdan olti-yetti yoshgacha bo'lgan bolalarga chet tilini o'rgatishda o'yinning ahamiyati katta bo'lib, bu belgilangan mavzu bo'yicha talab etilayotgan bilim, malaka va ko'nikmaga erishishning oson yo'lidir" [Hamre and Pianta, 2005]. Kichik yoshdagi til o'rganuvchilarga mavzularni o'yin tarzida tushuntirish samarali bo'lib, bunda o'quvchilar tilni jismoniy harakatlar, interaktiv usulda o'rganishadi. O'quvchilarning individual xususiyatlarini: qiziqishlari, jismoniy, aqliy qobiliyatlarini inobatga olgan holda yondashish ijobiy natijalarni beradi. Bu sohada o'kazilgan tadqiqotlarga asoslanadigan bolsak, "til o'rganishga mo'ljallangan o'yinlar 4 turga bo'linadi: yakka yoki mustaqil o'yinlar; parallel o'yinlar;