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XORAZM MA‘MUN AKADEMIYASI**

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PHRASAL VERBS IN DIGITAL COMMUNICATION

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Annotatsiya. Ushbu maqola ingliz tilidagi frazemalarning asosiy rolini o'rganadi, ularning tarkibi, moslashuvi va idiomatik tabiatiga e'tibor qaratadi, bu ularni ona tilida so'zlashuvchilar va o'quvchilar uchun ham o'ziga jalb qiladi, ham qiyin qiladi. Raqamli aloqaning paydo bo'lishi bilan frazemalarning qo'llanilishi, rivojlanishi va idrok etilishi sezilarli o'zgarishlarga duch keldi. Ushbu tadqiqot raqamli kontekstdagi frazemalarning nazariy va amaliy xususiyatlarini o'rganadi, ularning funktsiyalari va oqibatlarini tushunish uchun kognitiv tilshunoslikdan foydalanadi. Frazе fe'llarning pragmatik jihati, jumladan, ohang, xushmuomalalik, ijtimoiy tus berish qobiliyati sotsiolingvistika ob'ekti orqali tahlil qilinadi.

Kalit so'zlar: ingliz tili, frazali fe'llar, fe'l va zarrachalar, alohida ma'nolar, raqamli aloqa, kognitiv lingvistika, kontseptual metaforalar, kontekstual tahlil, ijtimoiy identifikatsiya, onlayn forumlar, tezkor xabarlar, ijtimoiy media platformalari.

Аннотация. В этой статье исследуется основополагающая роль фразовых глаголов в английском языке, уделяя особое внимание их составу, адаптируемости и идиоматической природе, которые делают их одновременно привлекательными и сложными как для носителей языка, так и для учащихся. С появлением цифровых коммуникаций использование, эволюция и восприятие фразовых глаголов претерпели значительные изменения. В этом исследовании рассматриваются теоретические и практические характеристики фразовых глаголов в цифровых контекстах с использованием когнитивной лингвистики для понимания их функций и значения. Прагматический аспект фразовых глаголов, включая их способность передавать тон, вежливость и социальные нюансы, анализируется через призму социолингвистики.

Ключевые слова: английский язык, фразовые глаголы, глагол и частицы, отдельные значения, цифровая коммуникация, когнитивная лингвистика, концептуальные метафоры, контекстуальный анализ, социальная идентичность, онлайн-форумы, обмен мгновенными сообщениями, платформы социальных сетей.

Abstract. This paper explores the foundational role of phrasal verbs in the English language, focusing on their composition, adaptability, and idiomatic nature, which make them both engaging and challenging for native speakers and learners alike. With the advent of digital communication, the usage, evolution, and perception of phrasal verbs have undergone significant changes. This study examines the theoretical and practical characteristics of phrasal verbs in digital contexts, utilizing cognitive linguistics to understand their functions and implications. The pragmatic aspect of phrasal verbs, including their ability to convey tone, politeness, and social nuances, is analyzed through the lens of sociolinguistics.

Key words: *English language, phrasal verbs, verb and particles, distinct meanings, digital communication, cognitive linguistics, conceptual metaphors, contextual analysis, social identity, online forums, instant messaging, social media platforms.*

Introduction. The foundation of the English language are phrasal verbs, which are composed of a verb and one or more particles that work together to produce distinct meanings. They are especially engaging and difficult for both native English speakers and English language learners because of their adaptability and idiomatic quality.. Phrasal verb usage, evolution, and perception have changed significantly with the introduction of digital communication. In the context of digital communication, this paper examines the theoretical and practical characteristics of phrasal verbs, illuminating their functions, ramifications, and pedagogical consequences.

Materials. Phrasal verb functions in digital communication can be understood using a framework provided by cognitive linguistics. According to this viewpoint, phrasal verbs are cognitively economical because they enable speakers to concisely express complicated thoughts. Many phrasal verbs have metaphorical qualities, which is consistent with cognitive linguistic theories that highlight the role conceptual metaphors play in language processing.

For example, the phrasal verb "break down" can be understood metaphorically:

Literal Meaning: "The car broke down" (the car stopped functioning).

Metaphorical Meaning: "She broke down in tears" (she experienced an emotional collapse).

Phrasal verbs have a tendency to be brief and emotive, which makes them ideal for digital communication systems like text messaging and Twitter that emphasize concision.

Methods. The study of pragmatics, or how context affects meaning interpretation, is vital to understanding how phrasal verbs are used in digital communication. Phrasal verbs are useful for expressing tone, politeness, and other social nuances since they frequently have pragmatic implications beyond their literal interpretations. Examining the relationship between language and society, sociolinguistics emphasizes how social characteristics like age, gender, and social identity affect how phrasal verbs are used. Younger social media users, for instance, may create entirely new phrasal verbs or modify already-existing ones to represent their identities and social behaviors.

Phenomenal studies have demonstrated the widespread usage of phrasal verbs in digital communication. Numerous tendencies emerge from the analysis of data from online forums, instant messaging services, and social media platforms:

Phrasal verbs are commonly used because they can succinctly express complicated meanings. Phrasal verbs like "sign up," "log in," and "shut down" are commonplace in online communication. Contextual Differences: Phrasal verbs are commonly used because they can succinctly express complicated meanings. Phrasal verbs like "sign up," "log in," and "shut down" are commonplace in online communication.

Phrasal verbs frequently have different meanings depending on the situation. "Take off" can refer to a variety of actions, such as removing something ("take off your coat"), leaving ("I need to take off now"), or becoming well-known ("The video took off on social media").

The development of new phrasal verbs or new meanings for already-existing ones is encouraged by digital communication. To send a direct message, for example, "slide into DMs" is a term that has become part of social media culture

The empirical data also demonstrate the difficulties that English language learners encounter when using phrasal verbs:

A large number of phrasal verbs are idiomatic, which means that it is difficult to deduce their meanings from their constituent parts. Because of their idiomatic nature, students must comprehend them in context.

The complexity is increased by the fact that a single phrasal verb can have several meanings. To "get over" something, for instance, can refer to both overcoming physical disease ("He got over the flu") and an emotional setback ("She got over the breakup")

It might be challenging to recognize which settings are acceptable for the various meanings of phrasal verbs. It can be difficult for learners to accurately read digital communication since it frequently depends on context for meaning.

Linguistic economy is crucial since character restrictions are frequently enforced by digital communication systems. Because they are succinct and idiomatic, phrasal verbs enable users to express more ideas in fewer words. This effectiveness is especially helpful on sites like Twitter, where succinctness is valued highly.

Results and discussion. Phrasal verbs fit very nicely with the casual, conversational style of digital communication. Phrasal verbs add to a conversational, friendly tone that makes exchanges feel more intimate and interesting. Phrasal verbs fit very nicely with the casual, conversational style of digital communication. Phrasal verbs add to a conversational, friendly tone that makes exchanges feel more intimate and interesting.

For example:

Formal: "Please submit the form."

Informal: "Please fill out the form."

The colloquial form that uses the phrasal verb "fill out" sounds less professional and more conversational. The colloquial form that uses the phrasal verb "fill out" sounds less professional and more conversational.

Semantic flexibility in phrasal verbs allows users to convey many meanings depending on the situation. This adaptability is useful in digital communication because topic and tone changes happen quickly there. Flexibility in Semantics Semantic flexibility in phrasal verbs allows users to convey many meanings depending on the situation.

For example:

Literal: "The plane will take off soon."

Figurative: "Her career is about to take off."

This flexibility to move between literal and figurative interpretations improves digital communication's expressiveness.

Innovative and creative language use is encouraged by the dynamic nature of internet media. Phrasal verbs are frequently created by users or modified to reflect new trends and technology. Innovative and creative language use is encouraged by the dynamic nature of internet media. Phrasal verbs are frequently created by users or modified to reflect new trends and technology.

For example:

Traditional: "Log out" (exit a computer system).

Innovative: "Unfriend" (remove someone from a social media friend list).

The way that digital communication is developing and how that is affecting language use is reflected in these advances.

Because phrasal verbs are so common and complex in digital communication, teachers need to come up with useful ways to guide students through these linguistic quirks.

Conclusion. Effective language training for educators requires an awareness of the intricacies of phrasal verbs in digital communication. Through the implementation of contextual learning, interactive exercises, digital resources, and empirical methodologies, teachers can assist students in overcoming the difficulties associated with phrasal verbs and improve their language skills in general. Phrasal verb study and instruction will continue to be an active and important field of linguistic research and education as digital communication develops.

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**REKLAMA MATNLARIDAGI IMPERATIVLIKNING PSIXOLOGIK
TA'SIRCHANLIGINI IFODALASHDAGI MUAMMO VA KAMCHILIKLAR**
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Annotatsiya. Ushbu maqola reklama matnlaridagi imperativlikning psixologik ta'sirchanligini ifodalashdagi muammo va kamchiliklarni tahlil qiladi. Imperativ uslubdagi reklama matnlari ko'pincha buyruq berish yoki talab qilish tarzida bo'lib, bu uslub har doim ham auditoriya e'tiborini jalb qila olmaydi va ko'pincha salbiy qabul qilinadi. Shularni nazarda tutgan holda, muallif tomonidan reklama beruvchilar uchun balansli va auditoriyaga moslashgan yondashuvlarni qo'llash muhimligi ta'kidlanadi.

Kalit so'zlar: Reklama matnlari, imperativlik, psixologik ta'sirchanlik, auditoriya e'tibori, madaniy farqlar, innovatsiyalar, etika, moslashuvchanlik, emotsional ta'sir.

Аннотация. В данной статье анализируются проблемы и недостатки выражения психологической эффективности императивности в рекламных текстах. Рекламные тексты в повелительном стиле часто носят повелительный или требовательный характер, что не всегда привлекает внимание аудитории и зачастую воспринимается негативно. Учитывая это, автор подчеркивает важность использования для рекламодателей сбалансированных и ориентированных на аудиторию подходов.

Ключевые слова: Рекламные тексты, императивность, психологическое воздействие, внимание аудитории, культурные различия, новаторство, этика, адаптивность, эмоциональное воздействие.

Abstract. This article analyzes the problems and shortcomings of expressing the psychological effectiveness of imperativeness in advertising texts. Advertising texts in an imperative style are often imperative or demanding in nature, which does not always attract the attention of the audience and is often perceived negatively. With this in mind, the author emphasizes the importance of advertisers using balanced and audience-focused approaches.

Key words: Advertising texts, imperativeness, psychological impact, audience attention, cultural differences, innovation, ethics, adaptability, emotional impact.

Reklama matnlaridagi imperativlikning psixologik ta'sirchanligini ifodalashda bir qancha muammo va kamchiliklar mavjud. Bu masala reklama samaradorligini oshirish uchun juda muhimdir, chunki noto'g'ri yondashuvlar iste'molchilarni qiziqishdan mahrum qilishi yoki hatto salbiy reaksiyalarni keltirib chiqarishi mumkin. Quyida bu muammo va kamchiliklarni batafsil ko'rib chiqamiz.

Auditoriya e'tiborini jalb qilish qiyinligi. Imperativ uslubdagi reklama matnlari ko'pincha buyruq berish yoki talab qilish tarzida bo'lib, bu uslub har doim ham auditoriya e'tiborini jalb qila olmaydi. Insonlar ko'pincha ularga buyruq berilishiga nisbatan salbiy munosabatda bo'lishadi, bu esa reklama samaradorligini pasaytirishi mumkin. Bu uslubni qo'llashda reklama beruvchilar auditoriyaning o'ziga xos ehtiyojlarini va ularning qiziqishlarini hisobga olishlari zarur.

Salbiy qabul qilish ehtimoli. Imperativ uslubdagi reklama matnlari agressiv yoki majburiy ko'rinishga ega bo'lishi mumkin. Bu holat iste'molchilarning reklamaga nisbatan salbiy fikr bildirishlariga va hatto mahsulot yoki xizmatga qiziqishlarini yo'qotishlariga olib kelishi mumkin.