

## THE USAGE OF SYNONYM LEXEMAS IN THE POSTERS

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### ANNOTATION

The main speech of the article as in the terminology in the signs is polysemy and synonymy, which makes them negative.

**Keywords:** poster, polysemy, synonymy, term, terminology, lexeme, words with meaning, lexical layer, synonymic series.

### INTRODUCTION

The semantics of the words in the posters play a key role in the mass communicative task. Although some posters are used in the form of words or phrases, they serve as a message, that is, a unit of thought - a communicative unit. They are divided into simple and complex posters, which differ from each other in terms of language and communicative function.

The scope of the lexical units that make up the text of the prefixes is somewhat limited, and they participate in the prefixes mainly with their denotative meaning. Words are rarely used in the connotative sense. For this reason, the use of synonyms in official prefixes is not considered a positive thing. Although synonyms are an important methodological tool in speech, they ensure that the speech is fluent and effective, and that the idea is expressed figuratively, but as in scientific texts, it is somewhat more difficult to convey information in posters.

Although there are a number of works in Uzbek linguistics devoted to the study of synonyms [1-7], there are no detailed ideas about the use of synonyms in popular communicative texts, especially in posters. .

News in all spheres of daily life is first of all reflected in the lexicon. In particular, a number of scientific studies have shown that in the Uzbek language, synonyms are also used to express certain concepts. But we can't say that this problem has been solved yet. We will try to prove this idea by the example of the prefaces. Most of the posters are written according to the rules of our native language. However, it should be noted that some of the prefixes use synonymous words. This does not mean that the information is fully available to the public.

Here are some suggestions on how to look or get an appointment for antique items: aksionerlik, aksiyadorlik, hissadorlik. Aksiya, aksiyadorlik lexemes were rarely used in the lexical layer of our language until the 90s of the last century. Now let's look at how the lexical units in the posters are expressed. A **Aksiya** is actually a security issued by a joint aksiyadorlik company and giving its holder the right to receive a certain amount of income from the company's dividends [2-12].

In the same dictionary we find a combination of joint-stock companies(hissadorlik jamiyati): an association of individuals, institutions, enterprises, which is the basis of an anonymous (anonymous) meeting of capital. It is formed by fixed capital (shares or stakes) divided into equal parts [2-158].

In the examples, aksionerlik jamiyati, hissadorlik jamiyati are used synonymously. The words shareholder(aksiyaner) and shareholder(aksiyador) in the "Explanatory dictionary of the Uzbek language": Shareholder(aksiyador) - the owner of shares, the natural or legal person benefiting from it; member of a joint stock company [3-65]. In another dictionary, it is defined as a shareholder, a shareholders ... a shareholder or a participant in a joint stock company [4-48]. So, there are differences in their meanings. Joint-stock companies are divided into open and closed joint-stock companies [2-105]. This diversity is reflected not only in the content of the dictionary, but also in the prefixes that stand out to everyone, as evidenced by the following examples. O'ZAGRARSUG'URTA State Joint-Stock Company, Baghdad Grain Products Open Joint-Stock Company, Uzbek Pharmaceutical Industry Joint-Stock Concern, Yangiyul Joint-Stock Company «METALLOPLASTMAS», «O'ZBEKKABELSAVDO» Open Joint-Stock Company and others.

Such a synonymous use of a lexeme in posters is not a positive phenomenon. Because the -dor affix in the shareholder lexeme can easily perform the function of the -yer suffix in this case. Olim Usmon spoke about the role of the suffix in the Uzbek language, its scope, the scope of meaning, and stressed the need to use the word shareholder as a shareholder [6 -51.56].

A.Hojiev admits that the suffix -dor is in fact a quality-maker and notes the strength of the shooting phenomenon in the words made with his participation [6-60-68]. As mentioned above, the shareholder is the shareholders. As a result, the word stock was created on the basis of this lexeme, and a number of compounds were formed with its participation. For example: joint-stock company, joint-stock commercial bank, joint-stock corporation, joint-stock concern. The example of a joint-stock company is a lexeme of who or what a particular organization belongs to. In this regard, it is necessary to take into account the opinion of A.Hojiev that the suffix -lik also creates quality [7-25]. Compare: cottonseeds, winter clothes; a joint stock company, such as a joint stock commercial bank(urug'lik chigit, qishliq kiyim; aksiyadorlik jamiyati, aksiyadorlik tijorat banki).

Now let's talk about the lexeme of contribution (hissadorlik): There is a shareholder in the Uzbek dictionary. Contributing; partner contribution, shareholder [3-538]. One of the meanings of the contribution, which is the basis of these lexemes, is explained as follows: Contribution 5. The fee paid as an entrance fee for joining, partnering or membership in an organization or group, share [3-538]. Therefore, it is incorrect to translate the word "stock" as a contribution. In fact, since the contribution is "right, share", its lexical meaning does not cover the meaning of the action. Because it means "contribution to the work of partnership, in general." Apparently, the meanings of the words share and share are very close, which corresponds to a different form of ownership. (When we spoke to some economists, they said that the lexeme of equity is more appropriate for a joint stock company, a company, etc. in the agricultural sector.)

We try to interpret our opinion as much as possible. A person paychi who contributes to a joint venture; contribution [3-204]. Let's look at another source: Property share (mulkiy pay) is the property share of each member in the share fund of the enterprise, established on the basis of the property of the partner participant, ... the share of each member in the total property of the enterprise.

[8-4]. Apparently, it is not appropriate to use the lexeme of contribution (hissadorlik) synonymously with a shareholder (aksiyadorlik), so it is necessary to distinguish them from each other. If the term equity is used, it should be distinguished from the term equity. In the forefront, there was no evidence of a joint venture - a commercial bank, a joint stock company, a joint stock company. Because the internal structure of such organizations is based on securities.

In short, we believe that the most appropriate shareholding is one of the synonyms used in the same sense, such as aksionerlik,aksiyadorlik, hissadorlik. Therefore, firstly, it would be expedient to eliminate the differences observed in the forerunners of the relevant organizations, and secondly, it would be expedient to take these views into account when writing new forerunners. In this way, you can create a unique set of posters.

The use of synonyms in posters is more common in informal posters than in formal posters. The posters show the synonymous use of the lexemes cafe and caferoom, and in some cases the synonymous use of the cafe lexeme with the kitchen. Like Chilonzor cafe, Dombirabad cafe, National cuisine cafe. Let's look at the glossary of these words. Cafe-cafe; café. A small restaurant selling tea, coffee, snacks, etc. [3-335]. Coffee shop-kafe [3-271]. The first comment shows that the use of the cafe lexeme instead of kitchen is incorrect. The kitchen has a broader meaning than the cafe. Of the 60 files in our database, 46 are cafes and 14 are cafes. In addition, the coffee lexeme is widely used in conversation. The cafe is relatively small, mostly used in the press and in stylistic works of art. Both of these lexemes are terms that belong to the mastered layer. Therefore, it is better to use a cafe instead of a "cafe", which is more difficult to pronounce than a cafe and is not standardized in our literary language. The term cafe is one of the most common words in our literary language. With that in mind, we think it's a good idea to use a cafe front.

The vocabulary of any national language is constantly evolving. New words appear in the language, fill them and enrich them. It is known that the equivalent of a word in a language is borrowed from another language, resulting in lexical synonyms. Let's look at this process in terms of the use of the words store, shop, shop, market, used in simple and complex prepositions. After the Uzbek language was given the status of the "state language", the search for artificial alternatives to borrowed words began. Many posters began to use the word store instead of the word store. However, the prefixes of these words differed from each other. In the Uzbek dictionary: Magazin(grocery)-1. A convenience store and its building. Grocery store, Industrial goods store. Bookstore [3-518]. Shop; tent, workshop. Specially equipped sales room, enterprise for selling something; shopkeeper. Grocery store. Bookstore [3-672]. The recent expansion of the meaning of the store lexeme has led to the use of the word as a synonym for prefixes in conjunction with the word store. For example, Industrial Goods Store, Household Goods Store, Beshyogoch Store. It is known that the size of the store was several times smaller

than the store, which sold mainly the same type of product (in this case, the semantics of the word store is the same as in Russian, lavka). For example, a butcher shop, a fruit and vegetable store. As a result of the intensification of communication and the expansion of relations with foreign countries, the English equivalent of the word "shop" began to appear in the forefront. In a short period of time, the growth of socio-economic, trade with foreign countries, the word market, which means English market, also expanded this synonymous line, that is, the frontiers such as minimarket, market, supermarket became a means of information as street texts. The word supermarket means a big market in English and is used to refer to a store that serves a variety of goods. Also, the emergence of the supermarket blank, as well as the prefixes Casbino, Macro, Casbino, Karzinka, Megaplanet (meaning larger than the supermarket) may further expand this synonymous line.

The emergence of new words in the lexical layer, the obsolescence of some words is a constant process. The same is true of the prefaces. For example, gastronomy, department store fronts are almost never used as a communicative text, they are replaced by food, supermarkets, etc. the supermarket forerunner is often a gastronomist (from the French word, gaster-stomach + nomos law, meaning an amateur and connoisseur of food), a large food-only store. used in relation to the store [9-174]. The word supermarket means big market in English and can be used to refer to a store that serves a variety of goods.

In the 1980s, the word table-kitchen was used synonymously in the posters [10-29], while the word kitchen today has squeezed tableware out of use.

It should be noted that in the first years of the adoption of the law "On the state language" there was a complex situation in our terminology, in particular, in the socio-political terms, that is, the diversity of terms. Thanks to the efforts of the scientific community and the Republican Committee on Terminology, such confusion was quickly put to an end. Scientifically based alternatives to the controversial terms were selected. In any field, the emergence of a new concept and the need to express it in language is a natural stage in the formation of synonymy in the early stages of the formation of terms. Most importantly, in their regulation, when choosing a term that expresses the most characteristic aspect, function, social essence, and value of a concept or object, experts emphasize that synonymy in terminology is the first and most flawed phenomenon.

Despite the fact that most of the international terms in various fields of science and technology are used in many of the world's languages, it is not a good thing to try to find an Uzbek alternative to them. This can be explained by two situations. First, when any term is used to describe a concept in a particular field, it is a communicative unit of that science. Second, any science is secular, and it is wrong to nationalize it. There are a number of terms that have come into our language along with concepts, and substituting them can confuse the exchange of information and create various difficulties. It is well known that the most important criterion for replacing a term is that their alternative must cover all the meanings of the word and meet the terminological requirements.

From the early 1990s to the first half of the last century, artificial, unscientific lexemes such as university-dorilfun, airport-tayyoragoh, institute-university, university-college, republic-republic, district-nohiya (universitet-dorilfunun, aeroport-tayyoragoh, institut-oliygoh, ilmgoh,

bilimgoh, respublika-jumhuriyat, tuman-nohiya) were used in the forewords. The lexical meaning of these words was later widely reported in the press by linguists. These artificial alternatives have been used for some time as a component of the text of some prefaces. For example, the Tashkent State Agrarian University, the First State Medical University, the Tashkent State Pharmaceutical University, the Yunusabad district branch of the Industrial and Construction Bank of Uzbekistan were periodic, and in a short time they were formed on the basis of the Uzbek literary language. In a number of poster, we see that words are used synonymously. For example, in the combination of Pakhtakor Central Stadium and Kimyogar Stadium, the lexeme of the stadium was used incorrectly, which does not correspond to the meaning of "stadium". Let's talk about chemists.

The words chemistry and chemistry (ximiya and kimyo) are still used in our language as lexical doublets. The use of chemistry in relation to the term chemistry is much more active today. In the foreground, which is the subject of our research, we observe the use of chemistry. For example, the Tashkent State Institute of Chemical Technology, the Institute of Plant Chemistry of the Academy of Sciences of Uzbekistan. Analyzing the use of the terms chemistry and chemistry in the form of a doublet, A. Madvaliev [11-22] scientifically substantiated the use of the word chemistry. We agree that it is right to use chemistry and chemist in the posters. This lexeme, which is sometimes artificially formed, cannot be used in place of the word stadium (o'yin + goh). The artificial use of the terms stadium, university, university, and dorilfun in place of such international terms, which are part of the lexical layer of our language, cannot be considered a positive development.

As mentioned above, the lexicon can use several variants of the same word, and over time only one of them will find its place in the literary language. The famous linguist D.S. Lotte gives many examples of the harmfulness of ambiguity and synonymy in terminology, and argues that they should be avoided as much as possible [12-24]. The same is true of the posters, and the use of terms synonymously should be considered a negative.

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