

INTERPRETATION OF EXPRESSIVENESS IN PUBLIC CATERING (FOOD SERVICE) VOCABULARY ACROSS PHONETIC AND LEXICAL LEVELS

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Annotation: This study explores the interpretation of expressiveness in public catering (food service) vocabulary at the phonetic and morphological levels. Expressive language in the food service sphere plays a crucial role in attracting customers, shaping product perception, and enhancing persuasive impact. At the phonetic level, the research analyzes devices such as gemination, vowel lengthening (quantitative stress), alliteration, assonance, and consonance, demonstrating how sound repetition and prosodic variation contribute to emotional coloring and memorability in advertising texts and oral discourse. At the lexical level, attention is given to expressive word-formation means, including diminutive and augmentative forms, affixation, and evaluative morphemes that intensify meaning and convey subjective attitudes. The study shows that the interaction of phonetic and morphological expressiveness strengthens imagery, emotional appeal, and pragmatic effectiveness in public catering communication, reflecting both universal and language-specific features.

Keywords: public catering vocabulary, food service discourse, expressiveness, phonetic level, lexical level, rhyme, onomatopoeia, connotative meaning, antonymic relations.

The expressive function of language serves to convey the inner state of the speaker or the listener. According to V. G. Kostomarov, the most important factors in communicating meaning are the sharpness, vividness, and originality of speech, which evoke emotions and interest in the reader or listener and direct their attention to a specific topic.

Onomatopoeia (imitation)—sound imitation (onomatopoeia, ideophone)—is a rhetorical device that serves to imitate surrounding sounds and echoes of reality through language. It involves representing or imitating certain objects, animals, or phenomena of reality by expressing sounds verbally or in written form. In other words, onomatopoeia is used within a particular language to depict sounds through words that resemble them. S. V. Voronin, in his work *Onomatopoeia: The Theory of Onomatopoeia*, emphasizes that “onomatopoeia is an important element of phonosemantics and serves to exert a broad influence on human consciousness. Advertisements that use sound imitation are well remembered and stand out among other advertising slogans and texts.” This device is widely employed in public catering vocabulary.

Examples in English include: Boom, boom, boom. Oops! You will taste something yummy. You will drink it with a lot of slurps. You will definitely eat them with repetitive bang, smash, crash.

In Uzbek, interest in this phonetic device has been steadily increasing due to its high effectiveness. Some examples include: Qars-qurs qilib ye. Chaq-chuqqa marhamat. Chitir-chitir osh. Chitir-chitir somsa. Oshning qarsillagani, somsaning gumburlagani. Yalt-yalt, shaffof suvlarda katta bo‘lgan baliqqa keb qolinglar. Funduk-sunduk market. Sneklaringizni bijildoq fanta bilan bezang. Qarsildoq jo‘jalar. Tuk-tuk, siz tanlaysiz, biz yetkazamiz. Qarsillama somsa, and others.

From the above examples, it can be observed that direct sound imitation is more frequently used in English, whereas in Uzbek internal and external advertising texts more often employ imitation of states or actions. A common feature in both languages is the emphasis placed on the quality of ready-made dishes or food products.



Rhyme in the public catering vocabulary examined in this study serves to highlight the authenticity, naturalness, and cultural distinctiveness of products presented to the public in terms of time and place. This artistic device is widely used in poetic texts, enhancing their euphony and helping to preserve poetic meter.

Rhyme is also widely found in the internal and external signage of public catering establishments in both English and Uzbek. English examples include: Beans, Means, Henas. The Taste That Sings. A Poetic Palate Pleaser! Food, food, food—it keeps me good. Spice is nice. Khana kazana. It's good mood food. Save the wheat and help the fleet. Peter, Peter, Pizza-eater. The great pancake that you cannot escape. Cheesy, crunchy, warm and brunchy.

Uzbek public catering texts also provide numerous examples of rhyme, such as:

Hikmat somsani yemabsiz,

Bu dunyoga kemabsiz (Tashkent).

Bir piyola choy,

Yuragingga hayot joy.

Sizdan bitta qo'ng'iroq,

Bizdan bitta grill do'mboq.

Jaydari taom,

Quvvatga davom (Gumma & Xonim sign, near Chorsu Bazaar).

Kayfiyatlar tepaga,

Hamma Oqtepaga (Oqtepa Lavash sign, Farobi Street, Almazar District).

In English, rhyme tends to appear in short forms and within compact texts. In Uzbek, however, rhyme demonstrates distinct linguocultural characteristics, reflecting the history, culture, customs, and traditions of the Uzbek people. Additionally, Uzbek rhyming constructions are generally longer than those found in English and closely resemble the stylistic features of traditional Uzbek poetry.

Figurative Use of Words in Public Catering Vocabulary

As a result of our observations, we found that in some texts, adjectives originally used to describe people are applied to denote specific characteristics of certain food products. Through this process, words acquire distinctive figurative meanings.

In English, such usage is relatively rare. Examples include:

- **White stuff** – meaning “if you taste it, you will get used to it.”
- **Freshly brewed happiness** – coffee associated with pleasure and positive emotions.
- **Where taste meets love** – food is served with care, evoking a homely feeling.
- **Hot & ready** – fast service, excitement, instant satisfaction.
- **Indulge yourself** – treating oneself to sweets, luxury, and enjoyment.

In Uzbek, however, such figurative usage is much more common. Examples include: Zumrasha somsa (emerald somsa), pahlavonlar bo'tqasi (strongmen's porridge), pahlavon kabob (heroic kebab), chaqqongina lag'mon (nimble lagman), somsaning injig'i (the “capricious” somsa), somsaning yomoni (the “bad” somsa), tirik suv – tirik afsona (living water – living legend; Borjomi advertisement), hayhotday lavash (huge lavash), kengfel somsa (very large somsa), jonon chicken (beautiful and delicious chicken), bomba somsa (bomb somsa), dangal somsa (large and filling somsa), issiq-sovuq kofe (hot-cold coffee, meaning quickly attractive to customers), and others.

As seen from these examples, certain words are used figuratively to animate and embellish the promoted dish or product, adding additional semantic nuances and thereby attracting consumers' attention.

Antonymic Relations



In public catering vocabulary, the skillful use of antonyms contributes significantly to attracting customers. This creates a distinctive rhetorical effect. Examples in English include:

- Taste the fresh ingredients in our salads, not stale leftovers!
- Savor our hot, freshly baked pizza or cool down with a cold ice cream!
- Choose our natural juices made from real fruit, not artificial flavors!
- Enjoy our sweet dessert or try our savory appetizers!
- Come hungry, leave happy.

Uzbek examples include: issiq kola – salqin pirashki (hot cola – cool piroshki), muzdek non (icy bread), issiq ayron (hot ayran), antivirus somsa, sahro muzqaymog'i (desert ice cream), yoshgina vino (young wine), bemaza buzokning go'shtidan bo'lgan kabob (kebab made from tasteless veal), issiq-sovuq kofe, and others.

These examples show that antonymic word pairs are used to create wordplay that draws attention to product quality. In both languages, adjectives most often enter antonymic relations; however, in Uzbek, opposing meanings are also used ironically.

Domain-Specific Vocabulary

In both external and internal signage, the skillful use of vocabulary related to specific dishes or beverages helps advertising messages penetrate more deeply into public consciousness. Customers receive more detailed information about the product being offered.

In English, general vocabulary is more frequently used, and domain-specific terminology is relatively rare. Examples include:

- The best sushi restaurant in the town.
- Fried chicken is waiting for your visit.

In Uzbek, however, domain-specific vocabulary is used extensively. Examples include: mol biqinidan sho'rva (soup from beef flank), yarim dimlangan qo'y go'shti (half-stewed lamb), dumba yog'ida pishgan osh (pilaf cooked in tail fat), to'g'rama somsa, tandir somsa, qatlama somsa, achchiq osh (spicy pilaf), bedana tuxumli osh (pilaf with quail eggs), no'xat sho'rak, and others.

Such specialized terms help reveal both general and specific characteristics of dishes and serve to attract customers.

Extensive Use of Abbreviations

The use of abbreviations in public catering establishments enables large amounts of product information to be conveyed in concise texts. This allows customers to quickly grasp essential information about the products they intend to purchase.

Examples include: H&J (Harris and James) chocolate coffee; D&B (Dolce & Banana); BBQ lavash (barbecue lavash); KFC (Kentucky Fried Chicken); avg (average); add (added); add wtr (added water); asp (aspartame); asstd (assorted); Austl (Australian); calc (calcium); comp (compartment); caff (caffeine); cal (calorie); char (charbroiled); choc (chocolate); cholest (cholesterol); chpd (chopped); ckd (cooked); cmrci (commercial); cnd (canned); conc (concentrate); cond (condensed); FCC (Food Chemical Codex); IQF (individually quick frozen); microwv (microwaved); moist (moisture).

OFC refers to President Obama, whose image is used to suggest foods he is said to favor.

In Uzbek, the use of abbreviations in advertising texts is a relatively recent phenomenon. Nevertheless, several examples can be cited: UFC, KFC; Ch.O.Y. – charchoqni olib yuboradi (“relieves fatigue”); Sh.O'.R. – sho'rvamiz o'zgacha ro'zg'or (“our soup is a unique household”); Ch.I.Q. – Choy ich, qoniq (“Drink tea, be satisfied”). These examples were taken from online sources.



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