



**“ZAMONAVIY ILM-FAN VA
TA'LIMNING DOLZARB MASALALARI:
MUAMMOLAR, VAZIFALAR VA
YECHIMLAR”**

**XALQARO ILMIY-AMALIY ANJUMAN
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SEMIOTIC CHARACTERISTICS OF ADVERTISING MESSAGES IN ENGLISH AND RUSSIAN DISCOURSE

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Abstract. This article investigates the semiotic characteristics of advertising discourse in English and Russian. Advertising is conceptualized as a multimodal system where linguistic, visual, and cultural codes interact to produce persuasive meaning. The comparative analysis reveals that English advertising is dominated by brevity, minimalism, and appeals to innovation and personal success, while Russian advertising relies on expressiveness, rhythm, and cultural symbolism, emphasizing tradition, collective values, and national identity. The findings show both universal strategies such as metaphor, multimodality, and iconic symbolism, and culture-specific approaches shaped by socio-cultural contexts. The study concludes that semiotic analysis is an effective tool for understanding persuasive mechanisms of advertising across different cultures.

Keywords: *semiotics, advertising discourse, multimodality, cultural codes, persuasion.*

Advertising is one of the most powerful forms of modern communication. It not only promotes goods and services but also shapes cultural values, establishes consumer identities, and reinforces social norms. Viewed through the lens of semiotics, advertising can be seen as a complex system of signs in which verbal and non-verbal elements work together to create meaning. Every advertising message contains layers of signification: explicit information, emotional appeal, and encoded cultural symbols.

Roland Barthes argued that advertising constructs “*mythologies*” that transform cultural values into naturalized truths. For instance, technological innovation is often framed as inevitable progress, while tradition may be framed as a source of stability. Such myths differ significantly across cultures, making comparative research particularly relevant.

English advertising typically reflects minimalism, clarity, and individual achievement, drawing on Anglo-American cultural models that emphasize autonomy and innovation. Russian advertising, in contrast, has been shown to foreground collective identity, national traditions, and emotional solidarity, often constructing persuasive narratives through rhythm and symbolic imagery.

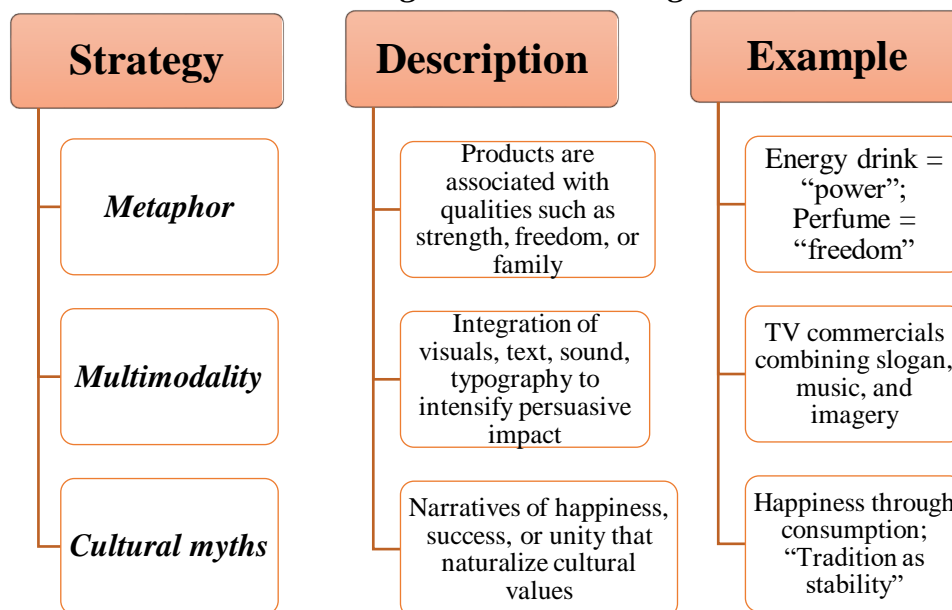
Thus, comparative semiotic analysis provides a way to uncover both universal mechanisms of persuasion and the culturally specific semiotic codes that define national advertising discourses.

In English-language advertising, slogans are short, precise, and highly memorable. The iconic “*Just Do It*” or “*Think Different*” illustrate how minimalism and strong metaphorical appeal produce universal resonance. Visual design often emphasizes sleek typography, futuristic aesthetics, and global symbolism, aligning with values of progress and individuality.

By contrast, Russian advertising often employs expressive and rhythmic language that appeals to emotions. As Katermina notes, Russian ads use both verbal and non-verbal strategies rooted in cultural traditions, such as folklore motifs, patriotic color symbolism, and references to national history. This emphasis on solidarity and collective identity creates a persuasive effect different from the rational and minimalist strategies of Anglo-American discourse.

Both traditions, however, rely on universal semiotic strategies, which can be represented schematically as follows:

Figure 1. Universal Semiotic Strategies in Advertising



This schematic representation highlights the three universal semiotic strategies that underpin advertising discourse across cultures. Metaphor allows advertisers to transfer desirable qualities (such as power, freedom, or family values) onto products, thereby making them symbolically attractive. Multimodality ensures that meaning is not conveyed through words alone but emerges from the interplay of multiple semiotic resources, including visuals, sounds, and typography, which together create a stronger persuasive impact. Finally, cultural myths encode collective narratives – such as success, happiness, or unity – that resonate with audiences at a deep symbolic level and naturalize ideological values.

What is particularly significant is that while these strategies are universal, their actual realization differs from culture to culture. For instance, metaphors in English advertising are often linked to innovation and progress, whereas in Russian advertising they may be rooted in tradition or collective identity. Similarly, multimodality in English-language ads tends to stress sleek minimalism, while in Russian ads it frequently involves expressive rhythm, folklore, and patriotic symbolism. This confirms that semiotics provides a powerful lens for understanding both the common mechanisms of persuasion and the cultural variations that shape advertising discourse.

Recent scholarship highlights the pragmatic dimension of these processes. While semiotic analysis reveals the structural and symbolic mechanisms of meaning-making, pragmatics focuses on the conditions of communication, audience expectations, and

contextual factors that determine the success of advertising messages. In this regard, Sh. Egamberdieva emphasize that advertising should be treated not only as a system of signs but also as a pragmatic act of communication, where meaning is co-constructed between advertiser and consumer. They argue that the effectiveness of an advertising message depends on its ability to adapt to the cultural, social, and communicative norms of the target audience, taking into account shared knowledge, background assumptions, and discourse conventions.

This pragmatic perspective enriches semiotic analysis by showing that persuasion is achieved not simply through signs and symbols in isolation, but through their strategic alignment with audience expectations. For example, a metaphor or cultural myth will only resonate if it corresponds to the values and experiences of the intended recipients. Thus, the study of advertising discourse requires an interdisciplinary approach that integrates semiotics and pragmatics, allowing for a deeper understanding of how global and local brands construct messages that are both symbolically rich and communicatively effective.

To summarize the discussion so far, it becomes clear that both English and Russian advertising discourses employ a set of shared semiotic strategies alongside culture-specific approaches. In order to present these similarities and differences in a more structured and accessible form, the key features of each discourse can be visualized in comparative tables. The first table outlines the general semiotic characteristics of English and Russian advertising, while the second highlights universal and culture-specific strategies that shape persuasive communication in these two linguistic and cultural contexts.

Table 1. Comparative Semiotic Features of English and Russian Advertising

<i>Aspect</i>	<i>English Advertising</i>	<i>Russian Advertising</i>
Dominant Style	Brevity, minimalism, clarity	Expressiveness, rhythm, emotional tone
Core Values	Individualism, innovation, success	Collectivism, tradition, solidarity
Cultural Codes	Modernity, technology, global appeal	Folklore, history, national identity
Visual Strategies	Futuristic typography, simple colors, universal icons	Patriotic colors, symbolic imagery, cultural motifs
Persuasive Techniques	Focus on autonomy, self-realization	Emphasis on unity, tradition, emotional belonging

Table 2. Universal and Culture-Specific Semiotic Strategies

<i>Strategy / Feature</i>	<i>Universal Use (Both Discourses)</i>	<i>Culture-Specific Use</i>
Metaphor	Energy drink as “power,” perfume as “freedom”	Russian ads: Motherland = protective figure
Multimodality	Combination of text, visuals, sound, typography	Russian ads: rhythm, rhyme, and folklore references
Iconic Symbolism	Logos, simplified visuals, globally recognizable icons	Russian symbols: folklore, flags, historical figures

Cultural Myths	Happiness through consumption	Russian: unity & tradition; English: success & innovation
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The comparative semiotic analysis of English and Russian advertising discourse reveals a dual tendency: universality and cultural specificity. English advertising foregrounds minimalism, rationality, and individual success, while Russian advertising emphasizes tradition, emotional solidarity, and collective identity. These findings confirm that advertising functions as both a marketing tool and a cultural phenomenon, transmitting symbolic meanings that resonate with different socio-cultural contexts.

At the same time, recent pragmatic studies suggest that advertising messages must be evaluated as communicative acts whose effectiveness depends on cultural adaptation. Thus, integrating semiotic and pragmatic perspectives provides a more comprehensive understanding of how advertising achieves persuasive power across different linguistic and cultural environments.

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