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THE ROLE OF IMPERATIVES AND MODAL VERBS IN ENGLISH AND UZBEK
ADVERTISING TEXTS: A PSYCHOLINGUISTIC ANALYSIS



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Abstract. This article investigates the role of imperatives and modal verbs in English and Uzbek advertising texts from a psycholinguistic perspective. Advertising discourse is designed to influence consumer behavior by shaping perception, emotions, and decision-making processes. Imperatives and modal verbs function as powerful linguistic tools that stimulate action, create persuasive pressure, and construct a sense of necessity or possibility. The study focuses on how directive structures and modality are used to manipulate attention and motivate consumers. The comparative analysis demonstrates that English advertising frequently employs imperatives combined with modal verbs such as *must*, *can*, and *will* to create direct motivation and certainty. Uzbek advertising texts often use imperative constructions with polite or collective forms, as well as modal expressions indicating recommendation, encouragement, and social approval. The findings confirm that imperatives and modal verbs perform key psycholinguistic functions in advertising by activating cognitive response mechanisms and influencing consumer interpretation.

Keywords: *advertising discourse, imperatives, modal verbs, modality, persuasion, psycholinguistics, English advertisements, Uzbek advertisements, pragmatic influence.*

Annotatsiya. Mazkur maqolada ingliz va o'zbek reklama matnlarida buyruq mayli (imperativ) va modal fe'llarning psixolingvistik funksiyasi tahlil qilinadi. Reklama diskursi iste'molchi xulq-atvoriga ta'sir ko'rsatish, idrok, hissiyot va qaror qabul qilish jarayonlarini boshqarishga qaratilgan kommunikativ hodisa hisoblanadi. Imperativ va modal fe'llar reklama matnlarida harakatga undash, ishontirish bosimini kuchaytirish hamda zaruriyat yoki imkoniyat hissini yaratishda muhim vosita sifatida xizmat qiladi. Tadqiqotda buyruq konstruktsiyalari va modallik reklama ta'sirchanligini oshirish, e'tiborni jalb qilish va iste'molchida motivatsiya uyg'otishda qanday rol o'ynashi ko'rib chiqiladi. Qiyosiy tahlil natijalariga ko'ra, ingliz reklama matnlarida *must*, *can*, *will* kabi modal fe'llar bilan birikkan imperativ birliklar orqali bevosita motivatsiya va ishonchlilik ifodalanadi. O'zbek reklama matnlarida esa buyruq mayli ko'pincha muloyim yoki jamoaviy shakllarda, shuningdek tavsiya, rag'bat va ijtimoiy ma'qullash ma'nosini bildiruvchi modal birliklar bilan qo'llanadi. Natijalar shuni ko'rsatadiki, imperativ va modal fe'llar reklama diskursida iste'molchining kognitiv javob mexanizmlarini faollashtirib, talqin va qaror qabul qilish jarayoniga kuchli psixolingvistik ta'sir ko'rsatadi.

Kalit so'zlar: *reklama diskursi, imperativ, modal fe'l, modallik, ishontirish, psixolingvistika, ingliz reklamalari, o'zbek reklamalari, pragmatik ta'sir.*



Аннотация. В статье рассматривается роль повелительного наклонения и модальных глаголов в английских и узбекских рекламных текстах с психолингвистической точки зрения. Рекламный дискурс направлен на воздействие на потребительское поведение через управление восприятием, эмоциями и процессом принятия решений. Императивные конструкции и модальные глаголы выступают мощными языковыми средствами, стимулирующими действие, усиливающими внушение и создающими ощущение необходимости либо возможности. Исследование показывает, что в английской рекламе часто используются прямые императивы в сочетании с модальными глаголами *must*, *can*, *will* для формирования мотивации и уверенности. В узбекской рекламе преобладают повелительные конструкции с элементами вежливости, коллективности, а также модальные средства, выражающие совет, поддержку и социальное одобрение. Полученные результаты подтверждают, что императивы и модальные глаголы выполняют ключевые психолингвистические функции, активируя когнитивные механизмы реакции и влияя на интерпретацию рекламного сообщения.

Ключевые слова: *рекламный дискурс, императив, модальные глаголы, модальность, убеждение, психолингвистика, английская реклама, узбекская реклама, прагматическое воздействие.*

INTRODUCTION. Advertising discourse occupies a significant place in modern communication because it is designed not only to inform but also to persuade, motivate, and manipulate consumer behavior. The linguistic structure of advertising messages is determined by pragmatic intention: advertisers aim to create psychological impact, form a positive product image, and stimulate consumer action. In this context, advertising is viewed as a form of discourse where language functions as a strategic mechanism of influence.

In Uzbek linguistics, advertising message has been studied as an object of pragmatic research. S.D. Egamberdieva emphasizes that advertising discourse should be interpreted as a communicative system where lexical, grammatical, and stylistic means serve persuasive goals and influence the recipient's perception [1]. Such an approach highlights that the effectiveness of advertising depends on linguistic manipulation and pragmatic orientation.

Among the most productive grammatical tools of persuasion are imperatives and modal verbs. Imperatives perform directive functions and activate action-oriented perception. Modal verbs express necessity, possibility, certainty, and recommendation, shaping psychological interpretation. Their combination creates a strong persuasive effect, influencing the consumer's cognitive evaluation and emotional reaction.

The aim of this study is to examine the role of imperatives and modal verbs in English and Uzbek advertising texts and to identify their psycholinguistic functions within persuasive discourse.

Imperatives represent directive grammatical forms expressing command, request, invitation, or advice. In psycholinguistics, imperatives are often interpreted as linguistic stimuli that activate behavioral reaction and influence motivation. In advertising discourse, imperatives function as pragmatic triggers that orient the recipient toward immediate action.

Modal verbs and modal markers are another central component of persuasive language.



Modality reflects the speaker's attitude toward reality and expresses degrees of obligation, probability, or certainty. According to F. R. Palmer, modality is a functional category that shapes pragmatic meaning and influences how the recipient interprets the communicative intention of an utterance [2].

In advertising discourse, modal verbs intensify persuasion by constructing necessity or possibility. Modal structures can present the product as essential, beneficial, or inevitable, thus shaping the consumer's cognitive response.

Uzbek pragmalinguistic studies underline that persuasive speech acts are strongly connected with cultural etiquette and pragmatic norms. Egamberdieva Sh. notes that the translation and interpretation of advertising texts require attention to pragmatic intention and culturally conditioned influence strategies [3]. Therefore, the analysis of imperatives and modality in Uzbek advertising should be grounded in speech culture and pragmatic adaptation.

English advertising discourse frequently employs imperatives because they provide direct motivation and create a clear behavioral orientation. Imperative verbs such as buy, try, enjoy, discover, feel, join, and get are among the most common directive markers. They shape the message as an instruction and psychologically push the consumer toward immediate action.

Imperatives also activate emotional engagement by constructing dynamic and energetic slogans. For example, phrases such as *"Try it now," "Feel the difference,"* or *"Discover your best self"* are built on imperative patterns that stimulate curiosity and desire. Such constructions can be interpreted as cognitive commands, directing the recipient's attention toward imagined positive outcomes.

The directness of imperatives in English advertising reflects cultural communicative norms, where explicit persuasion is socially acceptable and frequently associated with individualistic motivation.

Uzbek advertising texts also use imperatives, but their pragmatic function is often softened by politeness and cultural etiquette. Uzbek imperative expressions such as *tanlang*, *foydalaning*, *sinab ko'ring*, *marhamat*, and *xarid qiling* are usually presented in the form of recommendation or invitation rather than strict command.

The use of polite imperatives is connected with Uzbek speech traditions, where communicative influence is often based on respect and social harmony. Expressions like *"marhamat qilib sinab ko'ring"* or *"foydalanib ko'ring"* reduce directive pressure and create a friendly communicative tone.

Uzbek advertising discourse also demonstrates collective and socially oriented imperative forms. For example, constructions such as *"keling, birgalikda tanlaymiz"* emphasize solidarity with the consumer and reflect collectivist cultural values. Such structures create psychological comfort and increase trust in the message.

Modal verbs play a key role in English advertising because they form semantic frames of certainty, obligation, and possibility. Modal verbs such as can, will, must, and should intensify persuasion and strengthen pragmatic meaning.

The modal verb can is widely used to emphasize potential benefit and ability. For instance, slogans like *"You can achieve more"* or *"It can change your life"* create psychological



expectation and positive cognitive association. The modal will express certainty and reliability: “*It will protect you,*” “*It will improve your health.*” Such constructions build consumer trust by presenting the product as effective and guaranteed.

The modal must is one of the strongest persuasive markers because it creates a sense of obligation. Expressions such as “*You must try it*” or “*A must-have product*” generate psychological pressure by presenting the product as necessary. In psycholinguistic terms, this modality activates the cognitive mechanism of necessity and urgency, encouraging fast decision-making.

In Uzbek advertising discourse, modality is often expressed not only through grammatical forms but also through lexical markers such as *kerak*, *lozim*, *shart*, *mumkin*, and *albatta*. These modal units construct pragmatic meanings of necessity, recommendation, and certainty.

For example, the marker *kerak* functions similarly to must in English by constructing obligation: “*sizga kerak*” implies that the product is essential. The marker *mumkin* expresses possibility and opportunity, encouraging the consumer to consider benefits. *Albatta* intensifies certainty and strengthens trust.

In Uzbek advertising, modal meaning is frequently softened through advisory forms rather than strict obligation. Phrases such as “*foydalanishingiz mumkin*” or “*sinab ko‘rsangiz yaxshi bo‘ladi*” reflect culturally acceptable persuasive strategies and avoid aggressive pressure. This corresponds to Uzbek pragmatic norms of polite communication, where persuasion is often based on encouragement rather than command.

The comparative analysis confirms that imperatives and modal verbs function as psycholinguistic mechanisms of persuasion in both English and Uzbek advertising discourse. Imperatives activate directive meaning and stimulate behavioral response. Modal verbs and modal markers strengthen persuasive effect by constructing semantic frames of necessity, possibility, or certainty.

English advertising discourse demonstrates direct communicative persuasion, where imperatives are often combined with must and will to create urgency and confidence. Such strategies influence consumer cognition by activating immediate motivation and decision-making [5].

Uzbek advertising discourse, however, tends to apply culturally softened imperative forms and recommendation-based modality. This reflects speech etiquette and collective communicative orientation. Uzbek persuasive discourse often includes polite markers and socially acceptable forms of influence, which create trust and psychological comfort.

Egamberdieva Sh. emphasizes that advertising translation and interpretation require pragmatic competence because the persuasive force of a message is culturally conditioned and depends on discourse norms [3]. This suggests that imperative and modal structures should be analyzed not only grammatically but also as pragmatically motivated tools of influence.

CONCLUSION. In conclusion, imperatives and modal verbs are central linguistic instruments in English and Uzbek advertising texts. They perform important psycholinguistic functions by shaping perception, stimulating motivation, and influencing consumer decision-making. English advertising discourse frequently uses direct imperatives combined with modal



verbs such as *must*, *can*, and *will* to create certainty and urgency. Uzbek advertising texts prefer polite and culturally softened imperatives, while modality is often expressed through lexical markers such as *kerak*, *lozim*, *mumkin*, and *albatta*.

The study confirms that imperative constructions and modality represent culturally conditioned persuasive strategies and play a significant role in advertising discourse. Their comparative analysis contributes to psycholinguistic and pragmatic research and provides practical relevance for translation studies and intercultural communication.

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