

ORIENTAL UNIVERSITETI

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

XALQARO ILMIY-AMALIY ANJUMAN MATERIALLARI

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*To'plamdan o'rin olgan maqolalarning saviyasi, sifati va ilmiy dalillarning
haqqoniyligi hamda mazmuni uchun mualliflar mas'uldirlar.*

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LINGUISTIC FEATURES OF ADVERTISING DISCOURSE IN ENGLISH AND UZBEK

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Abstract. The present article investigates the linguistic features of advertising discourse in English and Uzbek, focusing on lexical, grammatical, and stylistic mechanisms employed to achieve persuasive effect. Advertising is approached as a specialized type of discourse in which linguistic creativity, pragmatic adaptation, and socio-cultural values converge to construct symbolic meaning. The comparative analysis demonstrates that English advertising is typically marked by brevity, innovation, and appeals to individuality, while Uzbek advertising is characterized by expressiveness, cultural symbolism, and appeals to collective values. The study further identifies both universal linguistic strategies – such as metaphor, imperative constructions, and multimodality – and culture-specific patterns that reflect the respective socio-cultural environments.

Keywords: advertising discourse, linguistics, lexical choice, stylistic devices, pragmatics, English, Uzbek.

Advertising is one of the most influential forms of modern communication. Beyond the promotion of goods and services, it establishes consumer identities, conveys cultural values, and reflects socio-political realities. From a linguistic perspective, advertising is a highly condensed discourse that relies on creativity, pragmatic adaptation, and memorable form. Every advertising message combines explicit information with implicit meanings shaped by cultural context.

English advertising typically employs brevity, clarity, and rhetorical precision. Famous slogans such as “*Just Do It*” or “*Think Big*” illustrate how minimalism and strong metaphorical appeal produce a universal impact. The lexical repertoire of English advertising is marked by neologisms, internationalisms, and innovative word formations. Grammatically, it favors imperative constructions (“*Buy now*”, “*Discover more*”) and elliptical sentences that heighten immediacy. Stylistically, English advertising makes frequent use of metaphor, pun, and alliteration.

By contrast, Uzbek advertising often emphasizes emotional appeal and cultural symbolism. Slogans such as “*Ona yurt ta’mi*” (“The taste of the Motherland”) or “*Sog’lomlik – quvonch, quvonch – hayot*” (“Health is joy, joy is life”) demonstrate the preference for evaluative vocabulary, rhythmic parallelism, and repetition. Uzbek advertising draws on folklore motifs, patriotic expressions, and collective values, thus aligning persuasive discourse with cultural identity.

Both English and Uzbek advertising share universal linguistic strategies such as metaphor, multimodality, and iconic word play. Yet their realization differs significantly depending on cultural background.

Table 1. Comparative Linguistic Features of English and Uzbek Advertising.

<i>Aspect</i>	<i>English Advertising</i>	<i>Uzbek Advertising</i>
Dominant Style	Brevity, minimalism, clarity	Expressiveness, rhythm, emotional tone
Core Values	Individualism, innovation, success	Collectivism, tradition, solidarity
Lexical Choices	Neologisms, global terms, slogans	Evaluative adjectives, folklore-based metaphors
Grammar	Imperatives, elliptical constructions	Parallelism, rhyme, repetition
Stylistic Devices	Metaphor, pun, alliteration	Symbolism, patriotic motifs, expressive rhythm
Persuasive Focus	Autonomy, self-realization	Unity, tradition, national pride

The comparative analysis reveals that while English advertising foregrounds rationality, clarity, and individual achievement, Uzbek advertising appeals to emotion, solidarity, and cultural belonging. These differences demonstrate the extent to which advertising discourse is culturally bound. At the same time, the reliance on universal mechanisms such as metaphor and imperative syntax suggests that persuasion operates within a shared semiotic and linguistic framework, though adapted to local norms.

Recent scholarship also emphasizes the pragmatic dimension of advertising communication. The success of an advertising message depends not only on linguistic creativity but also on its alignment with audience expectations and cultural codes. In English, the focus on minimalism and innovation resonates with values of autonomy and progress; in Uzbek, the emphasis on solidarity and cultural identity reflects collective traditions. Thus, linguistic analysis of advertising allows us to uncover both global tendencies and national specificities of persuasive discourse.

The study of linguistic features of English and Uzbek advertising discourse confirms that advertising functions simultaneously as a universal mechanism of persuasion and a culture-specific practice of meaning-making. On the universal level, advertising discourse is characterized by its reliance on such linguistic devices as metaphor, imperative constructions, and syntactic condensation, which enable the message to be memorable, emotionally resonant, and pragmatically effective across different audiences. These strategies highlight the global nature of advertising, where brevity, creativity, and multimodality serve as essential tools of persuasion.

At the same time, the comparative perspective reveals profound culture-specific tendencies. English advertising highlights brevity, innovation, and individuality, reflecting the Anglo-American cultural paradigm of autonomy, personal achievement, and progress. This orientation towards minimalism and innovation resonates with values of consumer modernity and global competitiveness. By contrast, Uzbek advertising emphasizes expressiveness, rhythm, and cultural symbolism, drawing heavily on collective traditions, shared values, and emotional solidarity. The frequent use of evaluative vocabulary, folklore-based metaphors, and patriotic motifs

demonstrates how advertising in the Uzbek context functions not only as a marketing instrument but also as a medium for reinforcing cultural identity and social cohesion.

These findings support the view that advertising should be studied as both a linguistic construct and a cultural phenomenon. As a linguistic construct, it offers insights into how language is strategically manipulated to achieve persuasive goals through lexical, grammatical, and stylistic means. As a cultural phenomenon, it reveals how social norms, national traditions, and collective identities are encoded in persuasive messages. Thus, the integration of linguistic and cultural approaches provides a more comprehensive understanding of advertising discourse, enabling researchers to uncover both the universal mechanisms of persuasion and the local adaptations shaped by socio-cultural environments.

In this respect, the analysis of English and Uzbek advertising discourse illustrates the dual function of advertising: to participate in the global semiotic economy while simultaneously preserving and promoting national cultural specificities. Future research may further explore how digital and social media advertising continues to reshape these dynamics, amplifying both global homogenization and local diversification of persuasive linguistic strategies.

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