



LINGUISTIC ANALYSIS OF ADVERTISING TEXTS IN ENGLISH AND UZBEK

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ABSTRACT

This study explores the linguistic features of advertising texts in English and Uzbek, focusing on their structural, lexical, stylistic, and pragmatic characteristics. By comparing samples from print, digital, and outdoor advertisements, the research identifies how each language employs persuasive strategies, cultural codes, and discourse techniques. While English advertising tends to rely on creativity, brevity, and emotional appeal, Uzbek advertising frequently incorporates national cultural symbols, honorific expressions, and hybrid forms influenced by globalization. The findings reveal that both languages use universal persuasive mechanisms such as rhetorical devices, metaphorical framing, and imperative forms; however, the manifestation of these strategies differs due to linguistic typology and socio-cultural contexts. The study contributes to cross-linguistic advertising research and highlights the need for culturally adaptive promotional communication.

Introduction

Advertising texts serve as a powerful tool for shaping consumer attitudes and influencing decision-making. They represent a special type of institutional discourse characterized by intentional persuasion, creativity, and emotional impact. As globalization intensifies, English-language advertising increasingly affects local markets, including Uzbekistan, where Uzbek-language advertisements coexist, compete, and interact with English promotional discourse.[1]

Despite the growing volume of bilingual advertising content, comparative linguistic studies on English and Uzbek advertising texts remain limited. This research aims to fill the gap by analyzing structural, lexical, rhetorical, and pragmatic features of advertising discourse in the two languages. Special attention is given to the influence of culture, linguistic typology, and hybridization processes emerging in urban and digital contexts.

The article seeks to answer the following questions:

What linguistic features typify English and Uzbek advertising texts?

How do linguistic and cultural factors shape persuasive strategies in both languages?

How do globalization and language contact influence modern Uzbek advertising discourse?[2]

Methods

The study employs a combination of qualitative and quantitative linguistic methods:

1. Corpus Compilation

120 English and 120 Uzbek advertisements were selected from newspapers, magazines, billboards, websites, and social media.

Advertisements represent categories such as food, clothing, technology, cosmetics, and services.

2. Linguistic Analysis

Lexical Analysis: identification of key vocabulary, loanwords, brand terminology, and emotive lexicon.

Morpho-syntactic Analysis: examination of sentence types, imperative constructions, noun phrases, and slogan structures.[3]

Stylistic and Rhetorical Analysis: use of metaphors, alliteration, parallelism, exaggeration, code-switching, and symbolic language.

Pragmatic Analysis: communicative intention, politeness strategies, cultural references, and audience-targeting mechanisms.

3. Comparative Method

Contrasting English and Uzbek data to reveal similarities, differences, and culturally dependent features.

4. Literature Review Method

Analysis of theoretical works on advertising discourse, pragmatics, sociolinguistics, and cross-cultural communication.[4]

Literature Review

Advertising linguistics has been widely studied by international scholars. Leech (1966) emphasized the importance of creativity and deviation in advertising language. Cook (1992) highlighted the role of discourse context, visual elements, and semiotics. Vestergaard & Schroder (1985) analyzed persuasion strategies and ideological aspects.

In Uzbek linguistics, researchers such as Yo'ldoshev, Doniyorov, and Qosimova have investigated the stylistic and communicative features of media texts, including advertisements. Studies show that Uzbek advertising undergoes active creolization, where verbal and visual elements form a unified persuasive system.

Recent works also examine:

globalization and lexical borrowing;[5]

hybrid English-Uzbek advertising forms (e.g., "SALE chegirmalar haftaligi");

national-cultural symbolism in language choice.

Despite these contributions, a comprehensive cross-linguistic comparison of English and Uzbek advertising texts remains underdeveloped, which justifies the relevance of this research.

Results

Analysis of 240 advertising texts produced several key findings:

1. Lexical Features

English advertisements frequently use concise, emotionally charged vocabulary: fresh, ultimate, smart, powerful, luxury.

Uzbek advertisements often contain culturally loaded terms: milliy, sifatli, halol, arzon narx, ishonchli, and honorific forms siz uchun.

High prevalence of loanwords in Uzbek ads: bonus, brend, sale, delivery, online buyurtma.[6]

2. Syntactic Features

English: short imperative sentences and noun phrases dominate:

Feel the freshness. / Your perfect choice.

Uzbek: longer, explanatory structures are more common:

Eng sifatli mahsulotlar siz uchun!

Bizning xizmatlardan foydalaning va qulaylik yarating.

3. Stylistic Devices

Both languages employ:

metaphors (Taste the sunshine / Bahorning ta'mini his eting),

alliteration (Perfectly pure products),

hyperbole (Eng arzon narxlar faqat bizda!).

4. Pragmatic Features

English ads are more individual-oriented, emphasizing personal experience and emotions.

Uzbek ads typically use collective and respectful communication, emphasizing reliability, tradition, and social harmony.

5. Code-Switching Trends

Uzbek advertising shows increasing hybridization:

Mega SALE haftaligi!

Siz uchun yangi online servis!

This reflects globalization and language prestige factors.[7]

Analysis and Discussion

The comparison demonstrates that while English and Uzbek ads share universal persuasive features, their linguistic construction differs substantially due to cultural and typological factors.

English, being analytic, favors succinct slogans, monosyllabic words, and strong imperatives. Uzbek, an agglutinative language, naturally produces longer syntactic structures and richer morphological markers of respect (e.g., -ingiz).

Culturally, English advertising foregrounds individuality, innovation, and emotional appeals. Uzbek advertising, shaped by local values, stresses trust, quality, and community-oriented messages. Nevertheless, the increasing presence of English loanwords and hybrid slogans indicates a shift toward global marketing discourse, especially in urban environments.

Code-switching in Uzbek ads serves multiple functions:

enhances prestige and modernity,

targets youth,

creates a cosmopolitan brand image.

Overall, the study confirms that linguistic features of advertising texts cannot be separated from the cultural and social context in which they occur.[8]

Conclusion

The research shows that English and Uzbek advertising texts share several linguistic strategies but differ in form, style, and cultural orientation. English ads are typically shorter, more emotionally charged, and creativity-driven, while Uzbek ads rely more on descriptive structures, respectful address, and culturally embedded vocabulary. The hybridization of Uzbek advertising indicates ongoing global influence and language contact processes.

Understanding these features is essential for translators, marketers, linguists, and communication specialists working in multilingual environments. Future studies may expand corpus size, include multimodal analysis, and explore consumer perceptions of bilingual advertising.

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