COMPARATIVE ANALYSIS OF LINGUISTIC AND PRAGMATIC FEATURES OF ENGLISH AND UZBEK ADVERTISEMENTS

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ABSTRACT

This article presents a comparative analysis of the linguistic and pragmatic features of advertising texts in English and Uzbek. The study focuses on the ways in which lexical, grammatical, syntactic, stylistic, and pragmatic devices are employed to attract the attention of the target audience, communicate information, create emotional responses, and persuade consumers. Particular attention is paid to the use of expressive vocabulary, imperative constructions, evaluative adjectives, metaphors, repetition, rhetorical devices, ellipsis, slogans, and other language features characteristic of advertising discourse.

Keywords: *advertising discourse, English advertisements, Uzbek advertisements, linguistic features, pragmatic features, comparative analysis, persuasive strategies.*

INTRODUCTION

Advertising discourse can be understood as a specialized type of communicative discourse in which language is used strategically to promote a product, service, organization, event, or social message. It operates simultaneously on several levels. At the informational level, an advertisement provides information about the advertised object. At the evaluative level, it presents the object positively and attempts to establish favourable associations. At the pragmatic level, it seeks to influence the recipient's interpretation and potential behaviour.

Modern stylistic research treats advertising as a multimodal phenomenon. Cambridge University Press materials published in connection with *Introducing Stylistic Analysis* explain that advertising meaning can be produced through the

interaction of verbal and visual elements. The linguistic component may include direct audience address, speech acts, presuppositions, directives, politeness markers, and deictic expressions. This demonstrates that advertising cannot be adequately analysed only at the level of vocabulary or grammar.

The development of advertising as an object of linguistic research also reflects broader developments in discourse and pragmatics. Cambridge University Press's 2012 discussion of pragmatics and discourse emphasizes the importance of analysing language in relation to context, social interaction, and discourse practices. Such an approach is particularly relevant to advertising because the interpretation of a short slogan may depend on shared cultural knowledge rather than on its literal lexical meaning alone.

MAIN PART

English advertising discourse frequently demonstrates a high degree of lexical economy. Because advertisements often operate under restrictions of space, time, and audience attention, advertisers attempt to communicate a substantial amount of meaning through a limited number of words.

One characteristic feature is the extensive use of evaluative vocabulary. Adjectives and adjectival expressions such as “new,” “best,” “natural,” “smart,” “powerful,” “premium,” “simple,” and “exclusive” can contribute to the positive positioning of a product. Such vocabulary does not merely describe an object; it constructs an evaluative framework through which the consumer is encouraged to interpret the product.

Another characteristic is the frequent use of imperative constructions. Expressions such as “Discover,” “Try,” “Choose,” “Experience,” and “Enjoy” directly address the potential consumer. Grammatically, these forms may be simple imperatives, but pragmatically they function as directives. Pragmatics studies meaning in context and examines how speakers and writers communicate meanings that may extend beyond the literal semantic content of individual words. This is particularly important in advertising because the persuasive message is frequently implicit.

Cambridge University Press's research on pragmatics and grammar distinguishes between explicitly expressed content and additional meanings inferred by recipients. Such distinctions are directly applicable to advertising because advertisements often depend on consumers making contextual inferences.

For example, an advertisement may state that a product is “made for you.” Literally, this expression identifies the intended consumer. Pragmatically, however, it may suggest personalization, exclusivity, individual attention, or emotional connection. The advertiser does not necessarily state these meanings directly; the audience is expected to infer them.

Advertising therefore commonly employs the following pragmatic mechanisms:

1. **Direct address** – establishing an apparent relationship with the consumer.
2. **Directives** – encouraging the audience to purchase, try, visit, choose, or discover.
3. **Presupposition** – presenting information as already accepted or assumed.
4. **Implicature** – communicating additional meanings indirectly.
5. **Positive evaluation** – associating the product with desirable qualities.
6. **Emotional appeal** – creating feelings of happiness, security, confidence, belonging, or success.
7. **Social identification** – connecting products with particular lifestyles or communities.
8. **Cultural reference** – relying on shared knowledge and cultural associations.
9. **Politeness strategies** – reducing the potential force of direct persuasion.
10. **Personalization** – presenting the advertising message as individually relevant.

These mechanisms demonstrate that advertising should be examined as purposeful communication rather than simply as a collection of commercial sentences.

Speech act theory provides an important framework for understanding advertising discourse. An advertisement may simultaneously contain several types

of speech acts.

A directive speech act attempts to influence the recipient's behaviour. Expressions such as “Try it today,” “Discover more,” or “Choose quality” are structurally different but pragmatically similar because they encourage action.

An assertive speech act presents information or a claim about a product. Statements about quality, durability, price, ingredients, or performance can perform this function.

An expressive element may communicate enthusiasm, satisfaction, confidence, or emotional approval.

The same speech act can be realized differently in English and Uzbek. An English advertisement may use a highly concise imperative, whereas an Uzbek advertisement may employ a more culturally appropriate formulation that incorporates politeness, emotional appeal, or contextual explanation.

This difference demonstrates the importance of distinguishing **linguistic form** from **pragmatic function**. Two expressions may have different grammatical structures but perform essentially similar communicative functions.

At the lexical level, English and Uzbek advertisements demonstrate both similarities and differences.

Both languages make extensive use of positive evaluative vocabulary. Words associated with quality, innovation, affordability, comfort, beauty, safety, and effectiveness can be found across advertising discourse.

However, the cultural connotations of individual lexical units may differ. A word such as “premium” in English may immediately activate associations with luxury, exclusivity, and superior quality. In Uzbek, depending on the audience, the same concept may be communicated through several lexical choices rather than a direct equivalent.

Brand names and internationally recognized terms present another important issue. Some expressions are intentionally retained in their original form because they function as trademarks or established brand identities.

This issue also has a legal dimension in Uzbekistan. The 2022 Law of the Republic

of Uzbekistan “On Advertising,” No. O‘RQ-776, was adopted on 7 June 2022 and entered into force on 9 September 2022. LexUZ records the law and its dates as part of Uzbekistan's national legislation database.

CONCLUSION

The comparative analysis of English and Uzbek advertisements demonstrates that advertising language is a complex form of communication in which linguistic structure, pragmatic intention, cultural meaning, and persuasive strategy operate simultaneously.

English and Uzbek advertising texts share a number of universal characteristics, including the use of concise language, evaluative vocabulary, imperatives, rhetorical questions, repetition, metaphors, emotional appeals, and direct audience orientation. However, the realization of these features differs according to the grammatical structure, cultural conventions, communicative norms, and pragmatic expectations of the respective linguistic communities.

The comparison also demonstrates that advertising translation cannot be reduced to lexical substitution. A successful English-Uzbek advertising translation must consider semantic meaning, pragmatic function, emotional impact, cultural associations, stylistic form, and the expectations of the target audience. In many cases, adaptation, modulation, transposition, and transcreation may be more appropriate than literal translation.

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