COMPARATIVE AND LINGUOCULTURAL ANALYSIS OF ADVERTISING TEXTS IN ENGLISH AND UZBEK: TRANSLATION PROBLEMS

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ABSTRACT

This article examines the linguistic and linguocultural features of advertising texts in English and Uzbek, with particular attention to the translation problems that arise from differences between the two languages and cultures. The study aims to identify the ways in which lexical, semantic, grammatical, stylistic, pragmatic, and culturally marked elements are represented in English and Uzbek advertising discourse. Particular attention is given to advertising slogans, evaluative vocabulary, metaphors, idiomatic expressions, cultural references, wordplay, emotional appeals, imperatives, and other persuasive linguistic devices.

Keywords: advertising texts, English advertising, Uzbek advertising, comparative analysis, linguocultural analysis, linguoculturology, advertising discourse, translation problems.

INTRODUCTION

The comparative study of English and Uzbek advertising texts is especially significant in the context of globalization and the increasing internationalization of commercial communication. English is widely used as an international language of business, technology, tourism, media, and marketing, while Uzbek functions as the state language of the Republic of Uzbekistan and occupies an important position in domestic public communication. When an international advertising message is introduced into the Uzbek linguistic environment, its translation cannot always be performed

through direct lexical substitution. Linguistic structure, cultural associations, social values, communicative conventions, and pragmatic expectations have to be considered simultaneously.

Recent academic research confirms the relevance of this field. A study published in the *Oriental Journal of Philology* on 15 December 2025 specifically examined the linguistic and pragmatic characteristics of English and Uzbek advertising texts and identified differences in grammatical, stylistic, and discourse-level devices. The study reported, among other features, the use of ellipsis, inversion, infinitives, modal verbs, pronouns, adjective sequences, and emphatic constructions in English advertising, while Uzbek advertisements were characterized by rhythmic structures, poetic devices, flexible word order, culturally marked expressions, and comparatively longer syntactic patterns.

MAIN PART

Advertising texts represent a specific form of discourse in which language is intentionally organized to achieve a communicative and persuasive objective. Unlike ordinary informative texts, advertising messages generally contain an implicit or explicit call to action. The consumer is not simply expected to understand the information; the consumer is expected to evaluate it and potentially change their behaviour.

The linguistic organization of an advertisement is therefore determined by several factors:

- the communicative purpose of the advertisement;
- the intended audience;
- the advertised product or service;
- the medium of communication;
- the cultural environment;
- the social status and expectations of the target audience;
- the emotional effect intended by the advertiser;

- the legal requirements applicable to advertising.

An advertising text can contain a slogan, headline, descriptive information, product characteristics, a call to action, a brand name, a promotional statement, or a combination of these elements.

From a linguocultural perspective, however, advertising is more than commercial communication. It can reflect concepts, values, stereotypes, social expectations, traditions, and cultural models. Words such as “family,” “success,” “comfort,” “quality,” “freedom,” “tradition,” “innovation,” and “trust” can acquire different associations in different linguistic communities.

Consequently, comparative advertising research must examine not only what an advertisement says but also how a particular linguistic community interprets what is being said.

English advertising demonstrates a high degree of linguistic economy. Advertisers frequently attempt to communicate a considerable amount of information through a small number of words. Short slogans, imperative constructions, noun phrases, adjectives, rhetorical questions, ellipsis, and repetition are therefore common.

One characteristic feature is the use of evaluative vocabulary. Words such as “new,” “better,” “smart,” “natural,” “premium,” “powerful,” “simple,” “exclusive,” and “advanced” can create positive associations with a product.

Another important feature is the use of imperative constructions. Expressions such as “Discover,” “Try,” “Choose,” “Experience,” “Enjoy,” and “Explore” are grammatically imperatives but pragmatically function as persuasive directives.

The second-person pronoun “you” is also important. It establishes direct contact between the advertiser and the consumer and creates the impression that the advertisement is personally relevant to the recipient.

English advertising also frequently employs elliptical structures. The omission of grammatically predictable elements makes the text shorter and more memorable.

Linguoculturology examines the relationship between language and culture. In advertising research, this approach is particularly important because advertising messages frequently depend on cultural concepts that cannot be understood exclusively through dictionary definitions.

A linguocultural analysis may focus on:

- culturally specific vocabulary;
- national symbols;
- cultural concepts;
- metaphors;
- idioms;
- proverbs;
- traditional values;
- family-related concepts;
- social roles;
- emotional associations;
- concepts of success and prosperity;
- concepts of quality and trust;
- representations of modernity and tradition.

English advertising frequently employs concepts connected with individual experience, personal choice, innovation, efficiency, achievement, lifestyle, freedom, convenience, and personal development.

Expressions such as “your choice,” “your future,” “your style,” “be yourself,” or “discover more” linguistically construct the consumer as an individual decision-maker.

This type of linguistic construction does not necessarily mean that all English-speaking cultures share identical values. English-language

advertising is produced in many different countries and for diverse audiences. Nevertheless, such expressions provide useful material for examining how individual identity can be constructed through advertising discourse.

The cultural meaning of an advertisement therefore depends on its target market. An advertisement designed for a young technological audience may use different linguistic resources from an advertisement for healthcare, education, banking, tourism, or family products.

CONCLUSION

English and Uzbek advertisements share many universal communicative objectives. Both languages employ evaluative vocabulary, imperatives, rhetorical questions, metaphors, repetition, emotional appeals, and direct or indirect persuasive strategies. Nevertheless, the realization of these features depends on the structural characteristics of the languages and the cultural expectations of their respective audiences.

The comparison also shows that advertising translation cannot be reduced to word-for-word substitution. The translator must preserve not only the semantic content of the source text but also its pragmatic intention, emotional impact, stylistic effect, cultural associations, and persuasive function.

This issue has particular practical importance in Uzbekistan. The Law of the Republic of Uzbekistan “On Advertising,” No. O‘RQ-776, adopted on 7 June 2022, establishes specific requirements concerning the language of advertising. Article 6 provides that advertising distributed within Uzbekistan is presented in the state language, while translations into other languages are permitted under specified conditions and must not distort the principal meaning of the state-language version.

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