

A LINGUOCULTUROLOGICAL ANALYSIS OF ECONOMIC ADVERTISING  
DISCOURSE IN ENGLISH LANGUAGE*Buriyeva Nilufar Baxtiyor kizi**The english language teacher of Tashkent state**Uzbek language and literature university*

**Abstract:** This article discusses the role of stylistic devices, their types and use in ensuring the resonance and effectiveness of advertising slogans, which are an integral part of advertising text and have become an integral part of our lives today. The use of alliteration, assonance, antithesis, repetitions, word play, hyperbole and litotes in creating English advertising slogans is analyzed, and their preservation in the process of translation into Uzbek is studied.

**Keywords:** advertising slogan, translation, stylistic devices, antithesis, assonance, hyperbole, litotes, word play.

Language is a powerful tool in advertising. The right words can evoke emotions, tell stories, and motivate people to take action. Whether it's a catchy slogan, a heartfelt story, or a personalized digital ad, words have the power to make us feel, think, and act. So, the next time you see an ad, pay attention to the words they use and think about how they make you feel. You might just be surprised by the power of advertising language! Advertising language refers to the specific language structure and style used in advertising texts to effectively communicate with consumers and persuade them to choose the products or services being advertised.

It is a combination of linguistic and extra-linguistic elements, governed by the laws of mass communication and general literary rules.

Advertising language is considered a tool that has significant power in making products presented by entrepreneurs under the guise of praise appear on the unwritten lists of potential consumers. Advertising language, combined with linguistic and extra-linguistic means, creates persuasive messages to attract the attention of the target audience and arouse interest in the product. Here, its main goal is to encourage customers to buy and consume the advertised product. Linguistic means include the vocabulary, grammar, and syntax used in advertisements, while extra-linguistic means include visual elements such as images, colors, typography, and sound.

Effective use of linguistic tools such as strong words, catchy slogans, and storytelling techniques can evoke emotions and influence consumer decision-making. At the same time, visual aesthetics and audio elements enhance the overall impact of advertising. Advertising operates within the framework of mass communication, reaching a wide audience through various channels such as television, radio, print media, and the Internet. Effective advertising language must follow certain laws of mass communication. These laws include the need to quickly attract attention, make a strong impression, create desire, and motivate action. Advertising typically uses attention-grabbing headlines, visually appealing images, and compelling stories to attract consumers and convey the desired message.

Advertising texts are organized by general literary rules to ensure consistency and readability. These rules include correct sentence structure, grammar, punctuation, and stylistic

choices. Effective advertising language avoids grammatical errors, uses clear and concise sentences, and employs rhetorical devices such as metaphor or simile to enhance persuasiveness. In addition, the tone and style of advertising may vary depending on the target audience, type of product, and desired brand image.

Advertising language must take cultural factors into account to communicate effectively with diverse audiences. Cultural references, cues, and norms significantly shape consumer behavior. Advertisements often incorporate culturally specific imagery, language, and values to resonate with their target audience. Cultural understanding is crucial to ensuring that advertising is not offensive or misunderstood by consumers of different ethnicities. Sociological factors such as social class, lifestyle, and group dynamics play a crucial role in advertising language. Advertisements are often targeted at specific social groups or demographics, and the choice of language reflects the aspirations, desires, and concerns of these groups. By drawing on shared experiences and social trends, advertising language can create a sense of belonging and identity, which can influence consumers' perceptions of the advertised product or service:

- a) Sociological factors are central to the language of advertising: social class, lifestyle, and group dynamics.
- b) The language choices in advertising reflect the aspirations, desires, and concerns of particular social groups or demographics.
- c) Advertising language uses shared experiences and social trends to create a sense of belonging and identity.
- d) Advertising language has a significant impact on consumers' perceptions of the product or service being advertised.

Understanding psycholinguistic features is crucial for advertisers to create messages that resonate with consumers on a psychological level. Advertising language makes extensive use of psychological techniques, including persuasion, emotional appeal, and cognitive biases, to influence consumer behavior. For example, advertising may use tactics such as creating a sense of urgency, fear of missing out, or a desire for social approval. These techniques are designed to activate the subconscious mind and shape consumers' preferences and choices. Advertising texts have a specific structure, the purpose of which is to attract attention, arouse interest, and create desire and prompt action. The structure often includes the following:

- a) An attention-grabbing headline or tagline
- b) Compelling body copy that highlights the benefits and unique selling points of the product or service
- c) Strategic placement of visual elements such as images or videos to complement the written content
- d) The overall layout and organization of the ad should capture the reader's attention and help them understand the message easily.
- e) Using persuasive techniques, an ad can establish a positive connection with the brand, stand out from the competition, and ultimately increase sales.

Persuasion is the act of convincing someone to do something. In advertising, this means convincing people to buy a product. There are various techniques that advertisers use to persuade people. One of them is to make the product very special and unique. They can use words like "exclusive," "limited edition," or "one-of-a-kind," which can make you feel like you have to get it before it's gone. Another technique is to use testimonials where real people share their positive experiences with the product. Words like "life-changing," "miracle," and "must-have" can create more trust in the product.



With the rise of the internet, digital advertising has become very important. Advertisers use websites, social media, and email to reach people. The great thing about digital advertising is that it can be highly personalized. Advertisers can use data to learn what you like and then show you ads that are relevant to your interests.

As technology continues to change, so will advertising. New tools like artificial intelligence and virtual reality are creating incredible opportunities for how advertisers can use language. Imagine seeing an ad that speaks directly to you or even allows you to interact with a product in a virtual world. The future of advertising is about making the experience more personal and engaging.

**References:**

1. Kozina Tatyana Anatolyevna. Advertising syntax as a means of implementing the basic functions of advertising. Diss. work. Saratov, Russia. 2008
2. Алёна Фурсаева. Лингвистика в рекламе. Журнал факультета иностранных языков и регионоведения МГУ имени М.В.Ломоносова. №65 (сентябрь-октябрь 2018)
3. Galperin I.R. "Stylistics". –M., Nauka, 1981.
4. Hojiyev A. Tilshunoslik terminlarining izohli lug'ati. T: "O'zbekiston milliy ensiklopediyasi" Davlat ilmiy nashriyoti, 2002.
5. Schmidt, Petra Monika. Translation problems in Advertising. A study of selected South African and German advertising slogans. Johannesburg. 1982
6. Shomaqsudov A., Rasulov I., Qo'ng'urov R., Rustamov H. "O'zbek tili stilistikasi". T.: "O'qituvchi" nashriyoti, 1983. –248 b.
7. Sultonsaidova S., Sharipova O'. O'zbek tili stilistikasi: -T.: "Yurist-media markaz" nashriyoti, 2009. –112b.
8. [www.sloganlist.com](http://www.sloganlist.com).