

INGLIZ VA O'ZBEK IJTIMOY HAYOTIDA REKLAMANI QIYOSLASH

Boqiyeva Shahrizoda Juma qizi

Xorijiy til va adabiyot fakulteti magistranti

Xalqaro Nordic Universiteti

EMAIL: shahrizodaboqiyeva38@gmail.com

ORCID: <https://orcid.org/0009-0008-5231-4585>

TEL: +99890-068-33-99

Annotatsiya. Ushbu tadqiqot ingliz va o'zbek tillaridagi reklamalar qiyoslanishining lingvistik va madaniy jihatlarini keng qamrovli o'rganishni taklif etadi, ularning umumiyliklari va farqlarini ta'kidlaydi. U asosan reklama xabarlarida konnotativ izchillik, tijorat maqsadlari va tilning qanday rol o'ynashini o'rganadi. Tadqiqot shuningdek, til tanlovlari va kommunikativ texnikalar orqali namoyon bo'ladigan madaniy qadriyatlar va madaniy moslashuv mexanizmlarini ham ko'rib chiqadi. Ingliz va o'zbek madaniy kontekstlarida qo'llaniladigan o'ziga xos strategiyalarni ta'kidlab, avtomobillar, oziq-ovqat mahsulotlari va kosmetika mahsulotlari bilan bog'liq reklamalarga alohida e'tibor qaratiladi. Ishda reklama matnlarining hozirgi tendentsiyalari va stilistik xususiyatlari batafsil o'rganiladi, antroposentrik nuqtai nazarlar va lingvistik usullar bilan shakllangan o'xshashliklar va farqlar aniqlanadi. Natijalar reklama kontentini tarjima qilish yoki ishonarli reklamalarni loyihalashda madaniy va lingvistik xabardorlikning ahamiyatini ta'kidlaydi. Umuman olganda, tadqiqot tilshunoslik, marketing, madaniy tadqiqotlar va kommunikatsiya sohalarida keyingi amaliy tadqiqotlar uchun kuchli nazariy asos yaratadi.

Kalit so'zlar: Reklama, lingvistik strategiyalar, madaniy moslashuv, konnotativ izchillik, stilistik xususiyatlar, madaniyatlararo taqqoslash, reklama, , marketing kommunikatsiyalari

СРАВНЕНИЕ РЕКЛАМЫ В АНГЛИСКОЙ И УЗБЕКСКОЙ СОЦИАЛЬНОЙ ЖИЗНИ

Бокиева Шахризода Жума кизи

Магистратура факультета иностранных языков и литературы

Международный университет Нордик

EMAIL: shahrizodaboqiyeva38@gmail.com

ORCID: <https://orcid.org/0009-0008-5231-4585>

ТЕЛ.: +99890-068-33-99

Аннотация. Данное исследование представляет собой всесторонний анализ лингвистических и культурных аспектов рекламного дискурса на английском и узбекском языках, выявляя их



сходства и различия. В основном рассматривается роль коннотативной связности, коммерческих целей и языка в рекламных сообщениях. Исследование также изучает культурные ценности и механизмы культурной адаптации, проявляющиеся в выборе языка и коммуникативных приемах. Особое внимание уделяется рекламе автомобилей, продуктов питания и косметики, подчеркивая специфические стратегии, используемые в англоязычном и узбекском культурных контекстах. Работа подробно рассматривает современные тенденции и стилистические особенности рекламных текстов, выявляя сходства и различия, обусловленные антропоцентрическими взглядами и лингвистическими методами. Результаты подчеркивают важность культурной и лингвистической осведомленности при переводе рекламного контента или разработке убедительной рекламы. В целом, исследование обеспечивает прочную теоретическую основу для дальнейших прикладных исследований в области лингвистики, маркетинга, культурологии и коммуникации.

Ключевые слова: Рекламный дискурс, лингвистические стратегии, культурная адаптация, коннотативная согласованность, коммерческое намерение, стилистические особенности, межкультурное сравнение, перевод рекламных объявлений, маркетинговые коммуникации.

COMPARATION OF ADVERTISEMENT IN UZBEK AND ENGLISH SOCIAL LIFE

Boqiyeva Shahrizoda Juma kizi

Master's degree faculty of foreign language and literature

International Nordic university

EMAIL: shahrizodaboqiyeva38@gmail.com

ORCID: <https://orcid.org/0009-0008-5231-4585>

TEL.: +99890-068-33-99

Abstract. This study offers a comprehensive examination of the linguistic and cultural dimensions of advertising discourse in English and Uzbek, emphasizing both their commonalities and differences. It primarily investigates how connotative coherence, commercial purposes, and language play function within advertising messages. The research also addresses cultural values and mechanisms of cultural adaptation as they appear through language choices and communicative techniques. Particular focus is placed on advertisements related to automobiles, food items, and cosmetic products, highlighting the distinctive strategies used in English and Uzbek cultural contexts. The work further explores current tendencies and stylistic characteristics of advertising texts, identifying similarities and divergences shaped by anthropocentric perspectives and linguistic methods. The results underline the significance of cultural and linguistic awareness when translating advertising content or designing persuasive advertisements. Overall, the study contributes a strong theoretical basis for further applied investigations in linguistics, marketing, cultural studies, and communication.

Keywords: Advertising discourse, linguistic strategies, cultural adaptation, connotative coherence, commercial intent, stylistic features, cross-cultural comparison, translation of advertisements, marketing communication

Introduction

Advertising plays a pivotal role in shaping public consciousness, influencing consumer behaviour, and transmitting cultural values. In multilingual and multicultural contexts, advertisements not only serve commercial purposes but also reflect social norms, ideologies, and identity markers. English and Uzbek advertising discourses present an especially compelling field of study due to their differing historical backgrounds, levels of globalization, and cultural expectations. The global influence of English-language advertising, driven by multinational corporations, contrasts with the culturally rooted and often tradition-oriented nature of Uzbek advertising. As a result, the linguistic choices, stylistic features, and persuasive strategies adopted in each language demonstrate both universal marketing principles and culturally specific patterns. This study aims to investigate connotative coherence, commercial intent, and language play in English and Uzbek advertising texts. It also addresses how cultural values are transmitted through advertisements and how cultural adaptation occurs in translated or locally produced promotional content. Special attention is given to advertisements in the automotive, food, and cosmetic industries due to their significant global presence and cultural variability. Uzbek and English advertising differ significantly, reflecting collectivism vs. individualism, with Uzbek ads focusing on family, tradition, polite/indirect appeals, and respected figures, using poetic language for harmony; while English ads champion individual empowerment, direct calls-to-action, humor, and concise language, promoting personal achievement and dynamic modern life, both using cultural nuances but for different social impacts. In today's globalized market, advertising serves as a vital tool for communication between businesses and consumers. Language plays a pivotal role in this interaction, not only conveying product information but also embedding cultural norms, values, and expectations. This is particularly evident in cross-cultural advertising where messages are tailored to resonate with specific audiences. The present study focuses on a comparative analysis of Uzbek and English advertisements to uncover how cultural codes influence persuasive strategies. The research aims to reveal how linguistic and visual elements interact within cultural frameworks to shape consumer perception and response. Advertising is not merely a business tool, but a mirror that reflects the collective consciousness of a society. It shapes and is shaped by language ideologies, identity politics, and evolving traditions. As societies become more interconnected, advertisers must navigate a delicate balance between local resonance and global appeal. This study addresses how advertising discourse negotiates that balance in two distinct linguistic and cultural environments. (Boqiyeva. Sh.)

Methodology

This qualitative research relies on descriptive, comparative, and discourse analysis methods. The analysis focuses on linguistic features such as lexical choices, connotations, metaphors, slogan structure, and language play. Cultural elements - including values, symbols, behavioural norms, and identity markers are also examined. All collected samples are authentic contemporary advertisements sourced from online platforms, TV commercials, and printed media between 2018 and 2024. The comparative method is used to identify similarities and differences between English

and Uzbek advertising discourses. The anthropocentric approach helps uncover how human needs, emotions, and cultural expectations shape persuasive communication.

Results and Discussion

The findings show that English and Uzbek advertising discourses share universal commercial strategies but diverge in their cultural orientations. English ads tend to adopt a more individualistic and innovation-centred approach, consistent with Western values. Uzbek ads, however, reflect collectivist and tradition-based cultural expectations. Connotative coherence is central in both languages, yet the emotional associations differ. English ads evoke aspiration, empowerment, and independence, while Uzbek ads highlight trust, purity, and family ties. This reflects deeper cultural scripts and communicative norms embedded in each society. Language play is more experimental in English advertising due to the flexibility and global influence of English. Uzbek advertisements use language play selectively and with cultural sensitivity, ensuring that the message aligns with social norms. The analysis of automotive, food, and cosmetic advertisements demonstrates that cultural adaptation is crucial when translating or localizing advertising materials. Direct translation often fails to capture cultural nuances, leading to loss of persuasive effectiveness. Therefore, advertisers must consider both linguistic and cultural factors to create impactful and culturally resonant messages. (Hall, E. T)

Uzbek Advertising Characteristics

Cultural Values: Emphasizes family, community, tradition, and group harmony, appealing to collective identity For example: "Right choice for your family" **Communication Style:** Indirect, polite, and deferential, using softened language and inclusive terms to invite consumers into shared values. **Persuasive Tactics:** Leverages respected public figures (poets, scholars), traditional poetic devices, and emotional warmth. **Visuals:** Often features group settings, national symbols, and warm, inviting colors, highlighting dynamic urban life and tech. (Hofstede, G.)

English Advertising Characteristics

Cultural Values: Focuses on individualism, personal achievement, and autonomy For example: "Secure your future" **Communication Style:** Direct, concise, and assertive, using imperative verbs "Apply now" and clear calls-to-action. **Persuasive Tactics:** Relies on humor, phonetic playfulness, intertextuality, and appeals to rational agents, creating excitement. **Visuals:** Dynamic, modern aesthetics with diverse representation, promoting progress and global appeal. Virtually all levels of language are actively used in creating advertisements. (Saidova, D) However, according to many researchers, the choice of words in advertising has the greatest impact. Words play a key role in shaping individuals' needs and value orientations, while also influencing their emotions and desires. It is noteworthy that analyzing advertising materials makes it possible to identify which needs are prioritized in modern society. Today, the range of advertised products is incredibly diverse. New goods and services emerge every day, and they attract attention thanks to their "new" status, carefully selected advertising texts, and sequences of promotional videos. Creators of advertising discourse use various linguistic tools in their work. (Hofstede, G) The presence of different artistic and figurative devices makes advertisements especially rich and impactful. Indeed, the language of advertising has specific linguistic features, such as: •selection of words with rich connotative coherence; •use of stylistically colored words to attract

attention;•intentional use of words outside their literal meanings to enhance imagery;•use of idioms to create specific images.In their research “Language Play in the Communicative Space of Mass Media and Advertising,”S.V. Ilyasova and L.P. Amiri define the concept of “advertising text” as follows: “a text presented orally or in writing, pre-prepared, autonomous, initially aimed at delivering specific information to the recipient, with a dominant commercial goal –to attract the recipient’s attention to a certain type of product.(Moldalieva, S) ”In our opinion, each type of advertisement is effective in its own way and is targeted at a specific audience. For example, retirees and housewives often pay more attention to advertisements placed in newspapers or magazines, as many of them trust printed mass media. (Xolboboyeva. A.)

Conclusion

This research highlights the linguistic and cultural dimensions of advertising discourse in English and Uzbek. Despite shared commercial goals, each discourse reflects unique cultural values and communicative traditions. English advertisements prioritize individuality and innovation, whereas Uzbek advertisements emphasize collectivism, tradition, and trust. Understanding these differences is vital for effective translation, localization, and cross-cultural marketing. The findings provide a theoretical foundation for further research in linguistics, communication, and marketing, as well as practical implications for advertisers and translators working in multilingual environments. Analyzing genre features of advertising through corpus studies and other methods is important, but without a framework to explain the bigger picture of how these features create effects in consumers, valuable insights will be lost. Certain features of advertising, such as phonology, morphology, lexical innovation, and syntax, have all been studied in detail, however, this study will focus on combining the pragmatic features of advertising in order to learn about the persuasive goals of advertisements.

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