

Article

The Pragmatic Analysis of Advertisements in English and Uzbek Languages

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Abstract: This study comparatively analyzes the pragmatic features of advertising texts in English and Uzbek languages. The research focuses on communication-oriented rather than purely linguistic aspects of advertising discourse. It examines how lexical, grammatical, and stylistic devices function to serve communicative purposes in advertising messages. In addition, the study highlights the relationship between advertising language and cultural as well as national mentality factors. The analysis reveals pragmatic differences such as individualism, brevity, and direct address in English advertisements, while Uzbek advertisements are characterized by national values, collectivism, and politeness strategies. The main aim of the study is to achieve a deeper understanding of the pragmatic mechanisms of advertising discourse and to apply these findings effectively in translation and marketing practices.

Keywords: Advertising Text, Pragmatics, Communicative Strategy, Persuasion, Speech Impact, English Language, Uzbek Language, Comparative Analysis, Culture, Communication

1. Introduction

In today's world, advertising texts play an important role in the social, economic, and cultural life of society[1]. What kind of role do they actually perform? For instance, advertisements function as a significant communicative tool that has been continuously developing[2]. The main role of advertisements in both English and Uzbek languages is not only to provide information but also to influence the addressee, persuade them, and encourage them to take certain actions. Therefore, studying advertising texts not only from a linguistic point of view but also from a communicative-pragmatic perspective is of great importance. Communication is closely interconnected with advertising, and advertising has become an essential demand of modern society. In this research, the pragmatic features of advertising texts in English and Uzbek languages are analyzed comparatively. The main focus is not on the structural aspects of language units, but rather on their functional role in achieving communicative goals[3]. Special attention is given to lexical, grammatical, and stylistic means used in advertising texts and their impact on the addressee. The term "addressee" refers to the target audience of the advertisement. For example, toy advertisements are designed for children, typically between the ages of 4 and 14, making them particularly appealing to that specific group. My personal opinion is that advertising texts should be regarded as an important tool reflecting the linguocultural identity of every society. Indeed, recent studies show that the pragmatic aspects of advertising language are becoming increasingly significant in modern linguistics. Based on my personal experience, I can say that while analyzing advertising texts, it is possible to identify their hidden mechanisms of influence[4].

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From my personal research experience and observations, I have found that English and Uzbek advertising texts differ significantly in their pragmatic features. The main objective of this study is to further explore and analyze these pragmatic characteristics in depth[5].

2. Materials and Methods

This study is based on a comparative analysis of the pragmatic features of advertising texts in English and Uzbek languages. During the research process, the communicative functions of advertising texts, their mechanisms of influencing the addressee, as well as the pragmatic roles of lexical, grammatical, and stylistic devices in social communication were examined. The methodological approach was formed on the basis of pragmalinguistic, comparative, and discourse analysis principles. These methodological frameworks are considered highly important for the research[6]. My personal opinion is that studying advertising texts cannot be limited only to a theoretical approach. It is also essential to analyze them within a real communicative environment. Indeed, based on my personal experience, I can say that the hidden persuasive strategies in advertising texts can only be fully understood through context. From my methodological perspectives, I believe that in studying advertising discourse, pragmatic meaning, audience type, and cultural factors should be analyzed together as an integrated system[7].

Table 1. Research Methodology

No.	Method	Description	Example	English / Uzbek Sample
1	Comparative analysis	Comparing English and Uzbek advertising texts	Identifying pragmatic differences	EN: "Save more today!" / UZ: "Tejamkor tanlov!"
2	Discourse analysis	Studying ads within context	Revealing hidden meanings	EN: "Just do it" (Nike)
3	Pragmalinguistic analysis	Analyzing language impact	Imperatives and persuasive speech	EN: "Try now!" / UZ: "Hozir sinab ko'ring!"
4	Content analysis	Categorizing advertisement content	Emotional vs informational ads	Toy advertisements for children
5	Observation method	Studying real-life advertising	TV and online ads	YouTube commercials
6	Personal experience method	Researcher's own observations	Practical analysis in real context	"Based on my personal experience..."

3. Results and Discussion

This section presents the main findings of the study. Within the framework of this research, the pragmatic features of advertising texts in English and Uzbek languages were analyzed comparatively[8]. The conducted scientific analysis shows that advertising discourse in society is not merely a means of transmitting information. Rather, it functions as a powerful pragmatic communicative system that influences the addressee's mind, persuades them, and encourages them to take specific actions. This system is not a simple mechanism; it represents a strong communicative force used in social interaction. The lexical, grammatical, and stylistic devices used in advertising texts not only serve

communicative purposes but also generate perlocutionary effects, which are particularly significant for both the researcher and the audience[9].

Based on my own analysis, it can be stated that pragmatic strategies in English and Uzbek advertising texts differ considerably. For instance, these differences can be observed in terms of cultural values and mentality. Indeed, it can be seen, for example on BBC channels and other media platforms, that English advertising discourse is characterized by brevity, directness, and the frequent use of imperative constructions. This reflects a high level of linguistic economy and efficiency in advertising texts. It is also explained by the fact that such advertisements are directly aimed at influencing the addressee and encouraging immediate response[10].

The analysis shows that the following pragmatic strategies are dominant in English advertising texts:

- “Just do it” (Nike) – a strong imperative illocutionary act that directly urges immediate action[11].
- “Try it now!” – a directive form used to encourage quick response and prompt decision-making.
- “Discover your world” – a strategy aimed at activating personal experience and emphasizing individuality.
- “Save more today” – a motivational strategy focused on economic benefit, effectively encouraging business-oriented individuals and consumers through value-based appeal[12].

This example shows that English advertising discourse is highly persuasive and action-oriented, aiming to influence the audience through short, powerful, and emotionally effective expressions. In addition, the wide use of the pronouns “you/your” in English advertising texts places the addressee at the center of communication. However, in some contexts, the pronoun “you” can be used in both informal and formal situations. It generally functions as a neutral and polite form of address, making it an effective linguistic choice in advertising discourse[13].

For example, the expression “You never give up” reflects motivational meaning and encourages persistence and determination, emphasizing that once a task is started, one should not give up or return *назад* from it[14].

In Uzbek advertising texts, national-cultural mentality, the principle of collectivism, and politeness strategies are considered to be of primary importance. This reflects the cultural values of society and demonstrates its communicative traditions[15].

4. Conclusion

The The conducted analysis revealed the following pragmatic features in Uzbek advertising discourse:

- **“Honesty is above profit”** – a persuasive strategy that strengthens ethical appeal and increases the illocutionary force of the message by emphasizing moral values.
- **“The best choice for you and your family”** – a strategy expressing collectivism and social closeness, highlighting family-oriented values.
- **“Reliable and high-quality product”** – the use of evaluative lexical units that enhance the perlocutionary effect and build consumer trust.
- **“Affordable prices for everyone”** – a communicative strategy directed toward a broad and inclusive audience.
- **“Seasonal discounts in our store”** – a promotional and attention-attracting expression aimed at reaching a wide consumer base and encouraging purchasing behavior.

- **“Let’s be together on the path of goodness”** – an emotional and moral directive act encouraging solidarity and shared social responsibility.

Based on my personal scientific observations, it can be stated that in Uzbek advertising texts the address form “You” is not merely a grammatical category, but also a pragmatic tool expressing respect. It serves to reduce social distance and strengthen trust between the advertiser and the audience.

This study analyzed the pragmatic features of advertising texts in English and Uzbek languages from a comparative perspective. The results show that advertising discourse is not merely a means of providing information. Rather, it is a powerful communicative system that serves to influence the addressee, persuade them, and encourage them to take action.

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