

## Linguopragmatic means of expressing subjective modality in commercial and political advertising slogans

*Sherkulova Makhliyo Khasan kizi*  
*Basic Doctoral student (PhD Candidate)*  
*Uzbekistan State World Languages University*

**Annotation.** *This research explores the linguopragmatic means used in commercial and political advertising slogans to effectively express attitudes. The aim of the study is to analyze the role of linguistic strategies such as hedging, politeness markers, and rhetorical devices in conveying specific attitudes towards products or political messages. Methodologically, the research employs a qualitative analysis of a corpus of advertising slogans from both commercial and political contexts. It aims to identify the patterns and strategies advertisers and politicians use to shape attitudes and perceptions among their target audiences through language. The study highlights the significance of linguopragmatic tools in shaping views within advertising and political discourse. It emphasizes how linguistic choices influence message reception, consumer behavior, and public opinion. Understanding these linguistic strategies provides valuable insights for marketers, advertisers, and political activists, enabling them to communicate their messages effectively and influence audience attitudes. By exploring the pragmatic aspects of language in advertising discourse, the research contributes to the fields of discourse analysis and applied linguistics, offering both theoretical and practical foundations for analyzing persuasive communication.*

**Keywords:** *slogan, linguopragmatics, political, commercial advertisement, hedging.*

## Лингвопрагматические средства выражения отношения в коммерческих и политических рекламных слоганах

*Шерқулова Маҳлиё Хасан қизи*  
*Базовий докторант*  
*Ўзбекский государственный университет мировых языков*

**Аннотация.** *Данное исследование изучает лингвопрагматические средства, используемые в коммерческих и политических рекламных слоганах для эффективного выражения отношений. Цель исследования – проанализировать роль лингвистических стратегий, таких как хеджирование, маркеры вежливости и риторические приемы, в передаче определённых отношений к товарам или политическим посланиям. Методологически исследование основывается на качественном анализе корпуса рекламных слоганов из коммерческого и политического контекста. В работе рассматриваются языковые модели и стратегии, которые рекламодатели и политики используют для формирования отношений и восприятия среди своей целевой аудитории. Исследование подчеркивает важность лингвопрагматических средств в формировании взглядов в рекламном и политическом дискурсе. Особое внимание уделяется тому, как лингвистический выбор влияет на восприятие сообщений, поведение потребителей и формирование общественного мнения. Понимание этих языковых стратегий предоставляет маркетологам, рекламодателям и политическим деятелям ценные знания для эффективного донесения своих посланий и воздействия на отношение аудитории. Изучая прагматические аспекты языка в рекламном дискурсе, исследование вносит вклад в развитие дискурс-анализа и прикладного языкознания, создавая теоретическую и практическую основу для анализа убедительной коммуникации.*

**Ключевые слова:** слоган, лингвопрагматика, политическая, коммерческая реклама, хеджирование.

## Tijoriy va siyosiy reklama sloganlarda munosabatni ifodovchi lingvopragmatik vositalar

Sherqulova Mahliyo Xasan qizi  
Tayanch doktoranti  
O'zbekiston davlat jahon tillar universiteti

**Annotatsiya.** Ushbu tadqiqot tijoriy va siyosiy reklama shiorlarida munosabatlarni samarali ifodalash uchun qo'llaniladigan lingvopragmatik vositalarni o'rganadi. Tadqiqotning maqsadi – hedjing, muloyimlik belgilari va ritorik usullar kabi lingvistik strategiyalarning mahsulotlar yoki siyosiy xabarlar bo'yicha aniq munosabatlarni ifodalashdagi rolini tahlil qilishdir. Metodologik jihatdan tadqiqot tijorat va siyosiy kontekstdagi reklama shiorlari korpusining sifat tahlilini amalga oshiradi. Tadqiqot ushbu shiorlarda qo'llanilgan tilni o'rganish orqali reklama beruvchilar va siyosatchilar o'z auditoriyasi orasida munosabat va qarashlarni shakllantirish uchun qanday naqshlar va strategiyalardan foydalanganini aniqlashga qaratilgan. Tadqiqot natijalari reklama va siyosiy diskursda lingvopragmatik vositalarning qarashlarni shakllantirishdagi ahamiyatini ochib beradi. Unda lingvistik tanlovlarning xabarlarini qabul qilish, iste'molchilarning xulq-atvoriga ta'sir ko'rsatish va jamoatchilik fikrini shakllantirishdagi roli ta'kidlanadi. Ushbu lingvistik strategiyalarni tushunish marketologlar, reklama beruvchilar va siyosiy faollar uchun o'z xabarlarini samarali yetkazish va auditoriya munosabatlariga ta'sir ko'rsatish uchun qimmatli ma'lumotlarni taqdim etadi. Reklama diskursida tilning pragmatik jihatlarini o'rganish orqali ushbu tadqiqot nutq tahlili va amaliy tilshunoslik sohasiga hissa qo'shadi hamda ishontirish kommunikatsiyasini tahlil qilish uchun nazariy va amaliy asoslarni taqdim etadi.

**Kalit so'zlar:** slogan, lingvopragmatika, siyosiy, tijoriy reklama, hedjing.

### Introduction

The role and importance of advertising slogans have changed over the years, as have their evaluation criteria. Slogans are now considered significant and conventional text designed to produce a desired effect, whether it be commercial, political, social, as well as other individual or collective attitudes, for instance, values, beliefs, etc. Their social role is to reflect typical opinions, attitudes and expectations of a particular culture at a particular stage of its historical development, and to influence cultural values, behavioral patterns, beliefs and other super-values.

Advertising is a type of marketing communication used to encourage, persuade, manipulate, or influence an audience (viewers, readers, or listeners) to take specific actions. The primary function of advertising is to convince the audience to purchase the offered goods or services (Sherkulova, 2024).

Article 11 of the Law of the Republic of Uzbekistan "On Advertising" states that "Deliberately attracting the attention of the consumer to a specific brand (model, article) of a product or its manufacturer in order to create interest in the product and help in the realization of the product information material, author and editorial material consisting of information (details) related to the seller, as well as the person who manufactures or distributes this product, is considered advertising and must be placed under the column "advertising" or "in place of advertising" (Law of the Republic of Uzbekistan "On Advertising").

Advertising classification is a phenomenon that requires the analysis and separation of many types. One of the most common universal approaches to the general classification of advertising is based on its division into strategic directions depending on the purpose and object of advertising. This approach implies that all types of advertising are conventionally divided into two main groups:

commercial and non-commercial advertising, which in turn are subdivided into separate functional subgroups.

Commercial advertising includes product and service advertising, while non-commercial advertising is subdivided into: political advertising, social and religious advertising. The object of our research is commercial and political advertising types of this classification.

Commercial advertising is an important part of the economy as well as a significant form of public discourse. Historically, the main function of advertising is to make known a certain service or quantity of products to potential consumers, generating the initial demand, and specific objects visualized and verbalized in an advertisement. It is believed that an advertisement has a strong influence on a person's mind in the modern world (Ahmed, Taif, 2021).

It should be noted that political advertising slogans perform the following functions: they advertise the party and its candidate, they are intended to advance the party candidate into the society and provoke interest in him. Besides, they should have a strong emotional and motivating impact on the potential electors. They are supposed to manifest the party's image and to promote and diversify the electors' opinions about the candidate, and they are expected to identify those with the candidate qualities and extravert those qualities to the political supporters. They are intended to make the position expressed in the political slogan more expressive and demonstrative and the slogan more memorable (Tkach, 2021). To achieve these goals, the political slogans resort to multiple linguistic and non-linguistic means that reflect the pragmatic specificity of advertising texts and slogans in particular. In the table 1.1 we will give all differences between commercial and political advertising slogans:

	Political slogan	Commercial slogan
Purpose	To promote a political party, candidate, or ideology.	To promote a product, service, or brand.
Target Audience	Voters, political supporters, and the general public.	Consumers, customers, and business clients.
Emotional Appeal	Focuses on trust, hope, fear, or patriotism.	Focuses on desire, happiness, satisfaction, or lifestyle.
Content Focus	Highlights policies, leadership qualities, and societal impact.	Highlights product benefits, features, and customer experience.
Language Style	Uses persuasive, ideological, and motivational language.	Uses catchy, concise, and memorable language.
Rhetorical Devices	Strong emotional and patriotic appeals (e.g., rhetorical questions, metaphors, repetition).	Catchy phrases, jingles, and calls to action (e.g., puns, rhymes, alliteration).
Speech Acts	Emphasizes promises, commitments, and calls to action.	Emphasizes offers, guarantees, and customer benefits.
Impact on Audience	Aims to shape opinions, ideologies, and voting behaviors.	Aims to drive purchases, brand loyalty, and customer retention.

**Table 1. Differences between political and commercial advertising slogans**

Pragmatics is a relatively new branch of linguistic research. It exists at the intersection of linguistics, cognitive and social psychology, philosophical and psychological anthropology. It studies language as a form of social behavior that is directly and immediately pertinent to an individual or a group of people. Language is an integral part of human life. It forms thought and also reflects the social experience of the society. Methods of influencing the interlocutor with the help of the pragmatic role of language have always been of interest to people, since the width of pragmatic impact methods determines man's position in society and in the space of cross-cultural interaction (Grice, 1975).

Pragmatic analysis of advertising slogans is a study of such means of expression, which, producing a pragmatic impact on the addressee during the communication process, create a biased or ideological view of certain events, things or personages. Consequently, the important component of advertising and politics is a biased discourse, as their pragmatic essence is to attract as many as possible people by any means, by making use of the art of rhetoric, constantly based on the principles of linguistics and psychology (Allakhverdiyev, 2023).

Expressing attitudes through language involves various linguistic and pragmatic means. Here are some examples:

1. **Direct speech acts** involve clear, explicit statements or commands to express an attitude, making the speaker's intention immediately understandable:

**Imperative forms:** they are used to give commands or make requests directly.

*Example:*

"Buy now and save 50%!" – expresses urgency and a promotional attitude.

"Try our new fragrance today!" – encourages immediate action.

**Declarative statements:** they present facts or promises in a straightforward manner.

*Example:*

"We guarantee the best service in the city." – Shows confidence and assurance.

"Our software is the fastest on the market." – Expresses pride and superiority.

2. **Indirect speech acts** convey attitudes subtly, often implying meanings rather than stating them explicitly. This technique can create a more persuasive or polite tone.

**Suggestive phrasing:**

*Example:*

"You deserve the best experience." – implies care for the customer's well-being.

"Wouldn't you like a break from your routine?" – invites reflection and curiosity.

**Offers and suggestions with implied benefits:**

*Example:*

"How about exploring our new collection?" – suggests an exciting opportunity.

"You might enjoy our premium services." – softens the suggestion, making it inviting.

3. **Politeness strategies** help soften requests, express respect, or maintain social harmony. They are especially common in advertising and customer service.

**Using Modal verbs (could, would, might):**

*Example:*

"Would you kindly consider our offer?" – softens the request and adds courtesy.

"Could we interest you in a free trial?" – makes the offer inviting without pressure.

**Inclusive Language (we, let's):**

*Example:*

"Let's build a better future together." – creates a sense of community and collaboration.

"We care about your comfort." – expresses empathy and concern.

4. **Hedging**

Hedging introduces a level of uncertainty or modesty to statements. It is often used to avoid making absolute claims while still suggesting a positive outcome.

**Using Modal verbs (may, might, could):**

*Example:*

"Your skin may feel smoother with our lotion." – suggests potential benefits without overpromising.

"Our service could change your life." – creates anticipation without guaranteeing results.

**Using adverbs (possibly, perhaps, maybe):**

*Example:*

"Possibly the best coffee in town." – maintains modesty while implying high quality.

"Experience the magic of our new product, maybe." – adds a playful and relaxed tone.

**Conditional phrasing:**

*Example:*

"If you try it, you might love it!" – encourages action while keeping the outcome open.

"With regular use, you could see visible results." – links benefits to customer action.

**5. Rhetorical devices**

Rhetorical devices make language more engaging and persuasive, often appealing to emotions or logic.

**Rhetorical questions:** Questions posed for effect rather than answers.

*Example:*

"Are you ready to transform your life?" – challenges and motivates the listener.

"Why settle for less when you can have the best?" – appeals to ambition and value.

**Parallelism (Repetition of Structures):** creates rhythm and emphasis.

*Example:*

"Our product delivers results. Results you can see. Results you can trust." – Repetition builds impact and trust.

"Fresh taste. Fresh ingredients. Freshly made." – reinforces the brand's freshness.

**Anaphora (Repetition of words)** repeats the same word or phrase for emphasis.

*Example:*

"Because you care. Because you matter. Because you deserve the best." – highlights customer importance.

**6. Metaphors and Similes**

Metaphors and similes use figurative language to evoke imagery, emotion, and connection.

**Metaphors:** Implicit comparisons that give abstract concepts vivid meaning.

*Example:*

"Our service is a beacon of hope in a sea of uncertainty." – positions the service as reliable and reassuring.

"This phone is a gateway to your digital world." – creates a sense of connectivity and importance.

**Similes:** Explicit comparisons using "like" or "as."

*Example:*

"Smooth as silk, our lotion pampers your skin." – emphasizes luxury and quality.

"Our internet service is fast like a racing car." – conveys speed and efficiency.

**7. Intensifiers and Amplifiers**

Intensifiers and amplifiers heighten the emotional impact of statements by adding strength or emphasis.

**Using strong adjectives:**

*Example:*

"Experience the most amazing flavors." – adds excitement and appeal.

"Enjoy an unforgettable journey with us." – creates anticipation and exclusivity.

#### 8. Using Intensifying Adverbs (absolutely, truly, incredibly):

Example:

"Our coffee is absolutely delicious." – strengthens the claim of quality.

"This is truly a once-in-a-lifetime offer." – adds urgency and excitement.

#### 9. Repetition of Strong Words:

Example:

"Unbelievable deals. Unbelievable savings. Unbelievable service." – creates a sense of overwhelming value.

"Life-changing results. Life-changing experiences." – emphasizes the transformative impact.

Besides that, in advertising slogan several types of attitudes are expressed through linguopragmatic means. Here we will analyze some of them:

In commercial Advertising:

1. Aspiration: "Just do it" - Nike
2. Reassurance: "Have a break, have a Kit Kat" - Kit Kat
3. Inclusivity: "Open happiness" - Coca-Cola
4. Innovation: "Think different" - Apple
5. Empowerment: "Because you're worth it" - L'Oréal
6. Exclusivity: "The few, the proud, the Marines" - US Marine Corps
7. Nostalgia: "Taste the rainbow" - Skittles
8. Adventure: "The real thing" - Coca-Cola

In political advertising:

1. Security: "Keep America safe" - George W. Bush
2. Hope: "Hope and change" - Barack Obama
3. Progress: "Moving forward" - Hillary Clinton
4. Unity: "Stronger together" - Hillary Clinton
5. Nationalism: "America first" - Donald Trump
6. Equality: "A future to believe in" - Bernie Sanders
7. Populism: "For the many, not the few" - UK Labour Party
8. Patriotism: "Make America great again" - Donald Trump

Conclusion

According to the aim and influence on the addressees, we distinguish three main types of advertising slogans: those that have to persuade a consumer, and those that can influence the internal policy of the state or the choice of electors for certain candidates. In advertising slogans, the language system and the functional force of language are inseparably connected; the aesthetic, manipulative, recruiting, stimulating, expressive, and communicative functions are united in them. Advertising slogans express not only the wide spectrum of relations of society with goods.

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