

Different characteristics of English and Uzbek advertising texts

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Annotation: This article explores the distinctive features of advertising texts in English and Uzbek from a comparative perspective. Advertising texts serve as powerful tools of persuasion, aiming to influence consumer behavior through emotionally charged and culturally resonant language. The study focuses on the linguistic and stylistic elements commonly found in advertisements, including lexical choices, sentence structures, and the use of color-related vocabulary. A special emphasis is placed on psycholinguistic aspects, particularly how language and cultural context shape the perception of advertisements in different linguistic communities. The analysis draws on a corpus of selected advertisements from various media sources, offering insights into the similarities and differences between the two languages. Results show that English advertisements tend to be more direct, emotionally expressive, and globally oriented, while Uzbek advertisements often reflect traditional values, politeness strategies, and culturally embedded expressions. The article contributes to a deeper understanding of cross-cultural advertising practices and highlights the role of language in shaping consumer perception.

Key words: advertising, advertising texts, grammatical mistakes, graphics, English language, Uzbek language.

Отличительные характеристики рекламных текстов на английском и узбекском языках

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Аннотация: В данной статье рассматриваются отличительные особенности рекламных текстов на английском и узбекском языках в сопоставительном аспекте. Рекламные тексты являются мощным инструментом убеждения, направленным на влияние на поведение потребителей посредством эмоционально окрашенного и культурно значимого языка. Исследование сосредоточено на лингвистических и стилистических элементах, характерных для рекламы, включая выбор лексики, синтаксические структуры и использование цветовой лексики. Особое внимание уделяется психолингвистическим аспектам, в частности тому, как язык и культурный контекст формируют восприятие рекламы в различных языковых сообществах. Анализ основан на корпусе отобранных рекламных текстов из различных медиаисточников и выявляет сходства и различия между двумя языками. Результаты показывают, что реклама на английском языке, как правило, более прямолинейна, эмоционально выразительна и ориентирована на глобальную аудиторию, тогда как реклама на узбекском языке часто отражает традиционные ценности, стратегии вежливости и культурно обусловленные выражения. Работа способствует более глубокому пониманию межкультурной рекламной практики и подчеркивает роль языка в формировании восприятия потребителей.

Ключевые слова: реклама, рекламные тексты, грамматические ошибки, графика, английский язык, узбекский язык.

Ingiliz va o'zbek tillaridagi reklama matnlarining farqli jihatlari

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Annotatsiya: Mazkur maqolada ingliz va o'zbek tillaridagi reklama matnlarining o'ziga xos xususiyatlari qiyosiy tahlil asosida ko'rib chiqiladi. Reklama matni iste'molchi xulq-atvoriga ta'sir ko'rsatishga qaratilgan, emotsional va madaniy jihatdan boy til vositalari orqali yaratilgan kuchli kommunikativ vosita hisoblanadi. Tadqiqotda reklamalarda uchraydigan lingvistik va stilistik unsurlar, xususan leksik tanlov, gap qurilishi hamda rangga oid so'zlarning qo'llanishi tahlil qilinadi. Ayniqsa, til va madaniy kontekst reklama matnining qabul qilinishiga qanday ta'sir qilishini ko'rsatuvchi psixolingvistik omillarga alohida e'tibor qaratiladi. Tahlil turli ommaviy axborot vositalaridan olingan reklama matnlari asosida olib boriladi va ikki til reklama diskursidagi o'xshash hamda farqli jihatlari aniqlanadi. Natijalarga ko'ra, inglizcha reklama matnlari ko'proq to'g'ridan-to'g'ri, emotsional va global yo'naltirilgan bo'lsa, o'zbekcha reklamalarda milliy qadriyatlar, muloyimlik strategiyalari va madaniy ifodalar muhim o'rin egallaydi. Mazkur maqola tilning reklama samaradorligidagi rolini chuqurroq anglashga xizmat qiladi.

Kalit so'zlar: reklama, reklama matnlari, grammatik xatolar, grafikalar, ingliz tili, o'zbek tili.

Advertising has become an important, integral part of our lives, as it provides information about everything that surrounds us. Advertising texts have an emotional and imaginative impact on their recipients, and in some cases force them to immerse themselves in the virtual world. For this reason, the study of advertising texts has not lost its relevance in linguistics.

It is not for nothing that the famous entrepreneur Ludwig Mutzel described advertising as the engine of sales. From the above, it can be understood that the main purpose of advertising is to convey information about the product, introduce potential buyers to the product, and convince the buyer that it is necessary to purchase the product.

Based on the views of researcher S.N. Berdyshev (2008), "The advertising text leaves a certain mark on the buyer's imagination, creates an irreplaceable result, and serves to guide him through the world of products like a guiding star", it can be confirmed that the text is the core of advertising, a tool that provides detailed information about the product in it.

In this thesis, it will be focused on advertising texts in two languages, particularly English and Uzbek, therefore, examine their differences.

The concept of advertising text must be established before beginning a linguistic analysis of advertising. This phrase has been defined variously by linguists around the world.

In the book "Language Game in the Communicative Space of Mass Media and Advertising", S.V. Ilyasova and L.P. Amiri (2009) defined the concept of "advertising text" as follows: "A pre-prepared, structured text, the main purpose of which is to convey certain information to the addressee, and the commercial purpose is to attract the addressee's attention to one or another type of product, presented orally or in writing".

Another linguist V.I. Konkov (2011) states that advertising text stands out from traditional text and is categorized as non-traditional text since it has a number of characteristics that set it apart from traditional writing. Not only can nominal units (words and phrases) function as textual structural elements, but distinct units that are not related to one another in the sentence structure can also be retained separately or in combination with other units in the sentence structure.

By using different fonts for adjacent sentences and filling lines, you can create more meaningful connections between them. The advertising message's semantic structure is strongly connected to the

text's structure. However, as highlighted by famous copywriter and marketer D. Ogilvy (2009) in his book, "The Art of Advertising", grammar is not crucial when creating advertising texts.

This research adopts a **comparative qualitative approach** to investigate the linguistic, stylistic, and cultural differences between advertising texts in Uzbek and English. The methodology is designed to analyze how advertisements function in each language, focusing on lexical choices, sentence structure, use of color-related terms, emotional appeal, and cultural references.

It is natural that advertising texts in each language have their own characteristics. Advertising texts mainly interpret the language, religion, nationality and culture of the target customers and only then are they considered to have achieved their goal.

Each language has its own grammatical rules according to its family of origin. Therefore, in the process of creating advertising texts, copywriters follow these grammatical rules unconsciously. However, in English advertising texts, it is possible to create advertising texts without obeying grammatical and spelling rules. This is also supported by the opinion of the famous marketer D. Ogilvy, mentioned above. This is also considered a style of creating advertising texts. Let's look at a few examples.

"To each their own". Honda Civic

It can be seen a grammatical mistake in the advertising text of the Honda automobile company. The word *each* requires a singular noun or pronoun after it, but in this text the pronoun *their* is incorrectly used here. If the advertising text had been expressed in the form "To each his own", it would have been free of grammatical mistakes.

"More power. More style. More technology. Less doors". Mercedes-Benz

Another automaker's advertisement contains a similar linguistic problem. In this text, the word "less" is used incorrectly, because the it is used for plural countable nouns, but not the word "few". While the word "less" is used before uncountable nouns, the word "fewer" comes before countable nouns. Since the word "doors" is a countable noun, our advertising text should have been displayed as "More power. More style. More technology. Fewer doors". Below you can see more English advertising texts with similar grammatical errors and their correct alternatives:

"Think Different" – Think differently. Apple

"Leggo my Eggo" – Let go of my Eggo. Eggo Waffles

"Got Milk?" – Do you have milk? California Milk Processor Board

"Subway, eat fresh" – Subway, eat freshly. Subway cafe

"I'm lovin' it" – I love it. McDonald's

"We got that." – We have that. Staples

In Uzbek advertising texts, it can be found some spelling mistakes that have done on purpose. However, in Uzbek advertising texts, one of the important aspects is that sentences are created both grammatically and spelling-wise, in most cases. This is considered to indicate the scientific potential and level of knowledge of the advertiser. Let's look at Uzbek advertising texts that has spelling mistakes:

"MaxidoM – sevimli va hamyonbop"

"LADA market – maksimal foyda!"

In fact, we do not see any serious spelling errors in the above advertising texts. The only spelling error in the advertising text of the "MaxidoM" online store is in the name of the Brand, the last letter of which is also written in a capital letter. Or in the second example, in the word "LADA" market, each letter of the brand name is written in capital letters. It is known that these spelling errors were made in order to make the brand name more popular and attract the attention of buyers. Let's pay attention to the English advertising texts with spelling mistakes.

Oh deer, its hard to spel when your hungry. If you keap making typing mistakes, Grab yourself a snickers fast. "Snickers"

Here, it can be noticed dozens of deliberate errors in this ad copy. This made the advertisement more enigmatic and at the same time interesting.

The creation of new words within the advertising text is also a characteristic of English advertising. Unusual or new words indicate that the product is unique, new and unique and correspond to the consumer's perception of the brand or tradition. In Uzbek texts, foreign words, i.e. neologisms, can be found, but the creation of new words is not typical of Uzbek advertising texts.

TWOGETHER: the ultimate all inclusive one price sunkissed holiday (Travel agent).

The new word "twogether" in the advertising text of a travel agency cannot fail to attract the attention of any person. Of course, you can't find the meaning of such a word even by searching any dictionary. The reason for this is simple. This word appeared as a result of the combination of two words, and advertisers tried to convey the meaning of "two people", that is, to make the meaning of two people clearer, or to say, husband and wife, that is, travel together with your partner. The new term, created by analogy with the word "together", attracts buyers both for its uniqueness and novelty.

The Orangemostest Drink in the world.

In this advertisement for an orange drink, the word "orangemostest" is a new term, created by adding the suffixes "most" and "est" to the word "orange". The new word in the advertisement is unusual and, in addition to having a strong impact, emphasizes the quality of the product.

Graphics (from the Greek "drawing", "writing") is the branch of writing and its types. The letter is the main graphic tool (Xolmanova, 2007.) This branch of linguistics is used effectively in conveying advertising messages. This is the easiest and most effective way to attract the attention of readers. Graphics give copywriters unlimited opportunities to make words interesting without affecting pronunciation. Various orthographic changes, for example, the color, writing styles, and size of each word, can also attract the attention of customers. These features are used in both English and Uzbek. However, placing the brand name in advertising texts or using numbers and symbols is typical (Xiangjin, 2002) of English advertising.

For peace of mind, stay connected.

Every perspe_tive, dime_sion, a_gle. (CNN Time)

Above are two types of advertisements for the English TV channel "CNN in Time". After reading the text of this advertisement, the reader's mind is drawn to the name of the company. This is because the creator of the advertisement tried to incorporate the company's name into the text of the advertisement.

It is extremely rare to find advertising text written in this style in Uzbek advertisements.

Advertising can be seen as an external reflection of culture. Each country speaks to itself through hundreds of thirty-second commercials that offer a look at everyday things that surround a person through the prism of culture (Amonova, 2024). Therefore, western advertising texts mainly emphasize individualism, and this can be understood from the use of the pronouns "you" and "I" in the texts.

"Because you deserve it"

"Designed for you"

The above text strongly reflects personal interest by emphasizing that the product is specifically tailored to the customer. These advertisements aim to make the consumer feel important, free, and independent by giving them special attention.

Unlike Western advertising texts, in Eastern countries, especially in Uzbek advertising texts, collectivity is mainly promoted, and this is understood not only from the image, but also from the use of the pronoun "we" and the words like "family", "children".

"Sog'lom oilaning kaliti – tabiiy mahsulotlar!"

"Farzandlaringiz kelajagi uchun toza suv tanlang!"

Such advertising texts reflect the principles of collectivism, caring for loved ones, and social solidarity in Uzbek culture. They encourage the consumer to act not only for their own benefit, but also by benefiting others.

In conclusion, it can be said that Uzbek advertising texts are based on the literary language and do not contain any dialect words. This is mentioned by Article 6 of the Law of the Republic of

Uzbekistan on Advertising (2021). The above-mentioned cases, namely, the presence of scientific and grammatical errors in advertising texts, the use of non-traditional graphic methods, are characteristic features of English advertising texts. However, the differences between English and Uzbek advertising texts are relatively few. The reason is that the advertising industry is developing and flourishing not only in Western but also in Eastern countries.

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