TELEVIDENIYEDAGI REKLAMALAR TILINING TA'SIRCHANLIGI

To'ychiyeva Madinaxon Sherquzi qizi
Uzbekistan state world languages of university student
https://doi.org/10.5281/zenodo.21388888

ABSTRACT

Television advertising has long been recognized as one of the most effective forms of mass communication, combining visual, auditory, and linguistic elements to influence public opinion and consumer behavior. Among these components, language serves as the primary instrument of persuasion because it shapes the way audiences perceive products, services, and brands. Advertisers carefully select words, expressions, slogans, and stylistic devices to create memorable messages that attract attention, evoke emotions, and encourage purchasing decisions.

This article explores the persuasive power of language in television advertising from a linguistic perspective. It examines how lexical choices, emotional vocabulary, imperative structures, repetition, rhetorical questions, figurative language, and slogans contribute to the effectiveness of television commercials. The article also discusses the relationship between language and consumer psychology, demonstrating how persuasive communication can influence viewers' attitudes, preferences, and buying intentions. Real examples from English-language television advertisements are used to illustrate the practical application of these linguistic strategies. The findings indicate that successful television advertisements rely not only on visual effects but also on carefully designed language that creates trust, emotional engagement, and long-term brand recognition.

ANNOTATSIYA

Televideniye reklamalari ommaviy axborot vositalarining eng ta'sirchan shakllaridan biri bo‘lib, ular tasvir, ovoz va til vositalarini uyg‘unlashtirgan holda iste'molchilarning fikri hamda xulq-atvoriga ta'sir ko‘rsatadi. Mazkur maqolada televideniye reklamalari tilining ta'sirchanlik xususiyatlari lingvistik nuqtai nazardan tahlil qilinadi. Reklama matnlarida qo‘llaniladigan leksik birliklar, emotsional so‘zlar, buyruq gaplar, takrorlash usullari, shiorlar, stilistik vositalar va ritorik savollarning auditoriyaga ko‘rsatadigan ta'siri yoritiladi. Shuningdek, reklama tili va iste'molchi psixologiyasi o‘rtasidagi bog‘liqlik tahlil qilinib, tilning xarid qilish qarorlariga qanday ta'sir etishi misollar orqali ko‘rsatib beriladi. Tadqiqot natijalari shuni ko‘rsatadiki, televideniye reklamasining muvaffaqiyati nafaqat vizual tasvirlarga, balki puxta tanlangan va ishontirishga qaratilgan til birliklariga ham bevosita bog‘liqdir. Ushbu tadqiqot media lingvistikasi, reklama diskursi va zamonaviy kommunikatsiya jarayonlarini o‘rganishda muhim nazariy hamda amaliy ahamiyatga ega.

KEYWORDS

Television advertising, persuasive language, advertising discourse, media linguistics, consumer behavior, linguistic strategies, communication, television commercials.

KALIT SO'ZLAR

Televideniye reklamasi, reklama tili, ta'sirchanlik, reklama diskursi, media lingvistikasi, iste'molchi xulqi, kommunikatsiya.

INTRODUCTION

Digital platforms have expanded rapidly in recent years, television commercials remain highly effective because they reach diverse audiences and create strong emotional engagement.Advertisers frequently use emotionally loaded vocabulary, memorable slogans, repetition, imperative sentences, rhetorical questions, and figurative language to create positive associations with products and brands. For example, Nike's slogan "Just Do It" motivates consumers by appealing to confidence and

determination, while L'Oréal's "Because You're Worth It" establishes a personal and emotional connection with the audience. Such examples demonstrate that advertising language is carefully constructed to influence not only purchasing decisions but also consumers' emotions and attitudes.The study also explores how these language techniques influence consumer perception and purchasing behaviour, demonstrating that language remains one of the most powerful tools in contemporary advertising communication.

KIRISH

Til televideniye reklamasining asosiy tarkibiy qismi hisoblanadi. Vizual tasvirlar tomoshabin e'tiborini jalb qilsa, aynan til reklamaning asosiy mazmunini yetkazadi, iste'molchida ishonch uyg'otadi va uni muayyan harakatni amalga oshirishga undaydi. Reklamada qo'llaniladigan har bir leksik birlik, shior va grammatik qurilma auditoriyaga qisqa vaqt ichida ta'sir ko'rsatish maqsadida puxta tanlanadi. Shu sababli reklama tili kundalik muloqot tilidan sezilarli darajada farq qiladi, chunki uning asosiy vazifasi axborot berishdan ko'ra ko'proq ishontirish va ta'sir o'tkazishdir.

Televideniye reklamasining ta'sirchanligi turli lingvistik vositalar orqali ta'minlanadi. Reklama yaratuvchilari mahsulot va brend haqida ijobiy tasavvur hosil qilish uchun emotsional bo'yoqdor so'zlar, esda qolarli shiorlar, takrorlash usuli, buyruq maylidagi gaplar, ritorik savollar hamda badiiy tasvir vositalaridan keng foydalanadilar. Masalan, Nike kompaniyasining "Just Do It" shiori insonni o'ziga ishonishga va qat'iyat bilan harakat qilishga undasa, L'Oréal kompaniyasining "Because You're Worth It" shiori iste'molchi bilan shaxsiy va hissiy aloqani yuzaga keltiradi. Bunday misollar reklama tili nafaqat xarid qilish qaroriga, balki iste'molchilarning his-tuyg'ulari va munosabatlariga ham ta'sir ko'rsatishini namoyon etadi.Shuningdek, tadqiqotda ushbu til birliklarining iste'molchilar idroki va xarid qilish xulq-atvoriga ko'rsatadigan ta'siri tahlil qilinadi. Natijada reklama tili zamonaviy marketing kommunikatsiyasining eng muhim va samarali vositalaridan biri ekanligi asoslab beriladi.

MAIN PART

The language of television advertising is deliberately designed to persuade rather than simply inform. Unlike everyday communication, advertising discourse employs carefully selected linguistic elements that attract attention, create emotional engagement, and influence consumer decision-making within a very limited period of time. As Leech (1966) argues, advertising language has its own stylistic characteristics because every lexical and grammatical choice is intended to maximize persuasive impact.

One of the most prominent linguistic features of television commercials is the extensive use of positive evaluative vocabulary. Adjectives such as fresh, natural, premium, effective, delicious, and innovative create favourable impressions of products before consumers have any direct experience with them. These words rarely provide objective information; instead, they shape positive expectations and emotional responses. For example, in many Coca-Cola television advertisements, expressions such as "Taste the Feeling" encourage viewers to associate the product with happiness, friendship, and memorable life experiences rather than with its physical characteristics. This demonstrates that advertising language primarily sells emotions rather than products.

Another significant characteristic is the use of imperative constructions. Imperative verbs establish direct interaction between advertisers and viewers by encouraging immediate action. Common expressions such as "Try it today," "Discover the difference," "Enjoy every moment," and "Choose the original" reduce the distance between the speaker and the audience while creating a sense of urgency. According to pragmatics, such expressions function as indirect speech acts because they influence behaviour without forcing the listener to comply.

Repetition is another powerful persuasive strategy. Television advertisements repeatedly mention brand names, slogans, and key messages to improve memorability and strengthen brand identity. Cognitive psychology suggests that repeated exposure increases familiarity, and familiarity often leads to greater consumer trust. McDonald's slogan "I'm Lovin' It", which has appeared consistently in television campaigns for many years, illustrates how repetition contributes to long-term brand recognition across different cultures and languages. Television commercials also rely heavily on figurative language. Metaphors, hyperbole, personification, and rhetorical questions make advertising

messages more expressive and emotionally appealing. Hyperbolic expressions such as "the ultimate driving experience" or "the best taste ever" intentionally exaggerate product qualities to attract attention and stimulate consumer curiosity. Similarly, rhetorical questions like "Looking for something better?" encourage viewers to participate mentally in the communication process before the advertisement presents its product as the ideal solution. Furthermore, personal pronouns play an important role in establishing interpersonal relationships between brands and consumers. The frequent use of "you," "your," and "we" creates an illusion of personal conversation, making advertisements appear more trustworthy and customer-oriented. This linguistic strategy reduces psychological distance and strengthens audience engagement, particularly in commercials promoting cosmetics, healthcare products, and financial services.Overall, the effectiveness of television advertising depends on the careful integration of lexical, grammatical, stylistic, and pragmatic features. These linguistic strategies work together to attract attention, evoke emotions, enhance memorability, and influence consumer behaviour. Consequently, language functions not merely as a means of communication but as a strategic instrument of persuasion that determines the overall success of television advertising.

ASOSIY QISM

Televideniye reklamalari tili oddiy axborot berishdan ko‘ra ko‘proq iste'molchini ishontirish maqsadida yaratiladi. Kundalik muloqot tilidan farqli ravishda, reklama diskursida har bir leksik va grammatik birlik tomoshabinning e'tiborini jalb qilish, unda ijobiy hissiyot uyg‘otish hamda qisqa vaqt ichida xarid qilish qaroriga ta'sir ko‘rsatish uchun puxta tanlanadi. Leech (1966) ta'kidlaganidek, reklama tili o‘ziga xos uslubiy xususiyatlarga ega bo‘lib, undagi har bir til birligi ishontirish samaradorligini oshirishga xizmat qiladi.

Televideniye reklamalari tilining eng muhim xususiyatlaridan biri ijobiy baholovchi leksikaning keng qo‘llanishidir. Fresh (yangi), natural (tabiiy), premium, effective (samarali), delicious (mazali) va innovative (innovatsion) kabi sifatlar iste'molchi mahsulotni sinab ko‘rishidan oldin unda ijobiy tasavvur hosil qiladi. Bunday birliklar ko‘pincha mahsulotning aniq xususiyatlarini emas, balki u bilan bog‘liq ijobiy his-tuyg‘ularni ifodalaydi. Masalan, Coca-Cola kompaniyasining "Taste the Feeling" shiori ichimlikning tarkibini emas, balki quvonch, do‘stlik va unutilmas lahzalarni his etishni targ‘ib qiladi. Bu holat reklama tili ko‘pincha mahsulotning o‘zini emas, balki u bilan bog‘liq hissiy tajribani "sotishini" ko‘rsatadi.

Reklama tilining yana bir muhim belgisi buyruq maylidagi gaplardan foydalanishdir. "Try it today", "Discover the difference", "Enjoy every moment" va "Choose the original" kabi iboralar iste'molchini darhol harakat qilishga undaydi. Pragmalingvistika nuqtai nazaridan, bunday ifodalar bilvosita nutq aktlari hisoblanadi. Ular tinglovchini majburlamasdan turib, uning xatti-harakatiga ta'sir ko‘rsatadi va reklamaning ishontirish kuchini oshiradi.

Takrorlash usuli ham televideniye reklamasining eng samarali strategiyalaridan biridir. Reklama roliklarida brend nomi, shior yoki asosiy g‘oya bir necha bor takrorlanishi uning tomoshabin xotirasida mustahkam saqlanib qolishiga yordam beradi. Psixologik tadqiqotlar shuni ko‘rsatadiki, ma'lumotning takroriy uchrashi unga nisbatan ishonch hissini kuchaytiradi. McDonald's kompaniyasining "I'm Lovin' It" shiori buning yaqqol misolidir. Mazkur shiorning yillar davomida muntazam qo‘llanilishi uni dunyodagi eng mashhur reklama shiorlaridan biriga aylantirdi.

Bundan tashqari, televideniye reklamalarida metafora, mubolag‘a, jonlantirish va ritorik savollar kabi uslubiy vositalardan ham keng foydalaniladi. Masalan, "the ultimate driving experience" yoki "the best taste ever" kabi mubolag‘ali ifodalar mahsulotning afzalliklarini kuchaytirib ko‘rsatadi. "Looking for something better?" kabi ritorik savollar esa tomoshabinni fikrlashga undaydi va reklama qilinayotgan mahsulotni eng maqbul yechim sifatida qabul qilishiga yordam beradi.

Shuningdek, shaxs olmoshlari reklama tilida muhim o‘rin egallaydi. "You", "your" va "we" kabi birliklar reklama beruvchi bilan iste'molchi o‘rtasida yaqin muloqot muhitini yaratadi. Natijada reklama yanada samimiy, ishonchli va shaxsga yo‘naltirilgan ko‘rinadi. Ayniqsa, kosmetika, sog‘liqni saqlash va moliyaviy xizmatlar reklamalarida ushbu strategiya keng qo‘llaniladi.

CONCLUSION

Television advertising demonstrates that language is one of the most powerful tools of persuasion in modern mass communication. The study has shown that advertisers strategically employ lexical choices, emotional vocabulary, imperative structures, repetition, slogans, and figurative language to influence consumer perception and purchasing behaviour. These linguistic features not only make advertisements memorable but also establish emotional connections between brands and audiences.Future research may focus on comparing persuasive strategies used in television advertising with those employed in digital and social media advertising or investigating cultural differences in advertising language across different countries. Such studies would contribute to a deeper understanding of advertising discourse and its role in contemporary communication.

XULOSA

Televideniye reklamalari tahlili shuni ko'rsatadiki, til zamonaviy ommaviy kommunikatsiyada eng kuchli ishontirish vositalaridan biridir. Tadqiqot davomida reklama matnlarida leksik tanlov, emotsional bo'yoqdor so'zlar, buyruq maylidagi gaplar, takrorlash usuli, shiorlar hamda badiiy tasvir vositalari iste'molchilarning fikri va xarid qilish xulq-atvoriga ta'sir ko'rsatish maqsadida strategik ravishda qo'llanilishi aniqlandi. Ushbu lingvistik vositalar reklamaning esda qolishini ta'minlash bilan birga, brend va iste'molchi o'rtasida hissiy bog'lanishni ham shakllantiradi.Kelgusidagi tadqiqotlarda televideniye va raqamli reklamalarda qo'llaniladigan ishontirish strategiyalarini qiyosiy o'rganish hamda turli mamlakatlar reklama tilidagi madaniy farqlarni tahlil qilish maqsadga muvofiqdir. Bunday izlanishlar reklama diskursi va zamonaviy kommunikatsiya jarayonlarini yanada chuqurroq tushunishga xizmat qiladi.

REFERENCES

1. Leech, G. N. (1966). Ingliz reklama tili: Buyuk Britaniya reklamalarining lingvistik tahlili. London: Longman.
2. Geis, M. L. (1982). Televideniye reklamasi tili. New York: Academic Press.
3. Dyer, G. (1982). Kommunikatsiya sifatidagi reklama. London: Routledge.
4. Goddard, A. (2002). Reklama tili (2-nashr). London: Routledge.
5. Myers, G. (1994). Reklamadagi so'zlar. London: Edward Arnold.