COMPARATIVE ANALYSIS OF LINGUO-CULTURAL FEATURES OF PHRASES IN ENGLISH AND UZBEK ADVERTISING DISCOURSE

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Abstract. Advertising serves not only as a means of promoting products and services but also as a reflection of the cultural values and communicative practices of a society. This study presents a comparative linguo-cultural analysis of advertising phrases in English and Uzbek, focusing on their lexical, syntactic, and pragmatic characteristics. The research is based on the theories of Hall (1976), Hofstede (2001), Brown and Levinson (1987), and Cook (2001), which provide a framework for examining the relationship between language, culture, and advertising discourse. The findings indicate that English advertising is characterized by direct communication, individualism, and explicit persuasive strategies, whereas Uzbek advertising emphasizes politeness, collectivism, family values, and cultural traditions. The study demonstrates that linguistic choices in advertising are closely influenced by cultural norms and communicative conventions. These findings contribute to a better understanding of cross-cultural advertising and highlight the importance of linguo-cultural factors in creating effective advertising messages.

Keywords: advertising discourse, linguo-cultural analysis, English, Uzbek, persuasive language, culture.

INTRODUCTION

Advertising is one of the most dynamic and influential forms of mass communication, playing a crucial role in shaping consumer attitudes and purchasing decisions. In just a few words or sentences, an advertisement is expected to attract attention, generate interest, and persuade consumers to take action. However, the effectiveness of advertising depends not only on persuasive language but also on the cultural background of the target audience. An advertising message that is successful in one culture may not achieve the same effect in another because linguistic choices are influenced by cultural values, traditions, and communication styles. Therefore, the study of advertising from a linguo-cultural perspective is essential for understanding the relationship between language and culture in persuasive communication. This study focuses on a comparative analysis of English and Uzbek advertising phrases to identify their lexical, syntactic, and pragmatic features, as well as the cultural values reflected in advertising discourse. The findings contribute to a better understanding of how language and culture interact in shaping effective advertising strategies across different linguistic communities.

MAIN PART

English advertising discourse is generally characterized by direct and persuasive communication. According to Hofstede's (2001) theory of cultural dimensions, English-speaking societies tend to emphasize individualism, which is reflected in advertising messages that focus on personal choice, self-confidence, and individual achievement. Expressions such as "You deserve it," "Make it yours," and "Discover your potential" demonstrate how advertisements encourage consumers to make independent decisions. The frequent use of the second-person pronoun (you) creates direct interaction between advertisers and consumers, making advertising messages more personal and persuasive.

Hall (1976) argues that low-context cultures prefer explicit communication. This characteristic is reflected in English advertising through the frequent use of imperative constructions, such as "Buy now," "Try it today," and "Don't miss out." These expressions encourage immediate action and communicate the advertising message clearly. English advertisements also frequently use short elliptical expressions, for example, "More savings. More style.", as well as evaluative adjectives (amazing, revolutionary) and comparative forms (better, faster, and best). In addition, humor and

wordplay are commonly employed to attract consumers' attention and make advertisements more memorable.

In contrast, Uzbek advertising discourse reflects cultural values associated with collectivism, respect, and social harmony. According to Hofstede (2001), collectivist cultures give greater importance to family and community than to individual achievement. This tendency is reflected in advertising phrases such as "Oilangiz uchun eng yaxshi tanlov" (The best choice for your family) and "An'analarimizga sodiq" (Faithful to our traditions), which emphasize shared values and collective well-being.

Another vital feature of Uzbek advertising is the use of polite forms of address. Brown and Levinson's (1987) politeness theory explains that speakers choose linguistic forms that maintain respect and positive social relationships. Accordingly, Uzbek advertisements frequently employ the formal pronoun Siz, especially in advertisements related to health, education, and household products. Rather than using direct commands, advertisers often prefer indirect persuasive expressions such as "Agar sog'lig'ingizni qadrlasangiz..." (If you value your health...) and "Har bir ona farzandiga eng yaxshisini istaydi" (Every mother wants the best for her child). Such expressions make advertising messages sound more polite and culturally appropriate.

From a lexical perspective, Uzbek advertisements frequently include culturally significant words associated with affection (mehr), respect (qadr), and happiness (baxt). Proverbs, traditional expressions, and religious references are also used to strengthen cultural identity and increase the credibility of advertising messages.

The comparison of English and Uzbek advertising discourse demonstrates that both languages share the same communicative purpose—to persuade consumers—but they employ different linguistic strategies that reflect the cultural values of their societies.

The most fundamental distinction between English and Uzbek advertising phrases lies in their primary appeal:

Table 1. Comparative Analysis of Linguo-Cultural Features of Phrases in English and Uzbek Advertising Discourse.

Feature	**English Advertising**	**Uzbek Advertising**
Cultural orientation	Individualism	Collectivism
Communication style	Direct and explicit	Indirect and polite
Forms of address	you	Siz (formal)
Persuasive focus	Personal benefit, self-development	Family, community, tradition
Sentence structure	Imperative and elliptical sentences	Declarative and indirect expressions
Lexical features	Positive adjectives, comparative forms, humor, wordplay	Emotional vocabulary, proverbs, traditional and religious expressions

CONCLUSION

The present study has shown that advertising language reflects not only persuasive intentions but also the cultural values and communicative norms of a society. The comparative analysis of English and Uzbek advertising phrases demonstrates that linguistic choices in advertising are closely connected with cultural background, social traditions, and patterns of communication. While English advertisements mainly rely on direct communication, individualism, and personal benefit, Uzbek advertising places greater emphasis on politeness, family values, collective identity, and respect for cultural traditions. These differences are reflected in lexical choice, syntactic structures, forms of address, and persuasive techniques. Therefore, the findings confirm that language and culture are inseparable in advertising discourse. A linguo-cultural approach makes it possible to better understand cross-cultural differences in advertising and may contribute to the development of more culturally appropriate and effective advertising strategies in multilingual and multicultural contexts.

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