STYLISTIC FEATURES OF ECONOMIC ADVERTISEMENTS IN ENGLISH AND UZBEK LANGUAGES

Comparative Analysis of Advertising Language and Persuasive Means

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Abstract

This article examines the stylistic features of economic advertisements in English and Uzbek languages from a comparative perspective. The research analyzes the linguistic, lexical, syntactic, and persuasive means used in advertising discourse to influence consumers and promote goods and services. The study explores how stylistic devices such as metaphor, repetition, hyperbole, slogans, rhetorical questions, and emotional vocabulary contribute to the effectiveness of advertisements. It also investigates the cultural and linguistic differences between English and Uzbek advertising language. The findings show that although both languages share common persuasive functions, they differ in stylistic organization, cultural references, and communicative strategies. The article concludes that advertising language represents not only a commercial tool but also a linguistic and cultural phenomenon.

Keywords: Economic advertising, stylistics, advertising discourse, persuasive language, lexical means, syntactic means, stylistic devices, English advertisements, Uzbek advertisements, comparative analysis.

1. INTRODUCTION

Advertising has become one of the most influential forms of communication in modern society. It plays an essential role in promoting products, services, financial systems, business activities, and corporate brands. Economic advertising, in particular, is closely connected with commercial and market relations because its main purpose is to persuade consumers and influence purchasing decisions.

Advertising language is carefully designed to attract attention, create emotional responses, and make messages memorable. Modern advertisements combine informative and persuasive functions through expressive linguistic means and stylistic devices. The language of advertising is usually concise, emotional, creative, and culturally influenced.

The study of advertising discourse has gained importance in linguistics, stylistics, discourse analysis, and media studies. Researchers analyze how language, culture, and communication strategies interact in advertising texts. English advertising language is often characterized by creativity, humor, and individualism, while Uzbek advertising reflects national values, traditions, hospitality, and trust.

This article investigates the stylistic features of economic advertisements in English and Uzbek languages and presents a comparative analysis of their lexical, syntactic, and persuasive means.

2. RESEARCH METHODS

The research employs comparative, descriptive, stylistic, and discourse analysis methods to examine advertising texts in English and Uzbek languages.

Comparative Analysis

Comparative analysis is used to identify similarities and differences in stylistic devices and persuasive strategies between English and Uzbek economic advertisements. This method helps determine how cultural and linguistic factors influence advertising language.

Stylistic Analysis

Stylistic analysis focuses on expressive means and rhetorical devices used in advertisements. Devices such as metaphor, hyperbole, repetition, alliteration, rhetorical questions, slogans, and emotional vocabulary are examined to understand their communicative functions.

Discourse Analysis

Discourse analysis investigates advertisements as communicative acts that combine language, images, emotions, and social context. This method explains how advertisements influence consumers and construct persuasive meanings.

Descriptive Method

The descriptive method is used to classify linguistic and stylistic features found in advertising texts collected from newspapers, television commercials, websites, and social media platforms.

3. STYLISTIC FEATURES OF ECONOMIC ADVERTISEMENTS

Advertising language possesses specific stylistic characteristics that distinguish it from other forms of communication. The primary aim of advertisements is persuasion; therefore, advertisers carefully select language structures and expressive means.

Lexical Features

Economic advertisements frequently use emotionally expressive and positively connotated words such as best, innovative, reliable, quality, modern, and affordable. These lexical units create a positive image of products and services.

English advertisements often use short and memorable slogans such as:

“Think Different”

“Just Do It”

“Feel the Quality”

Uzbek advertisements commonly include culturally familiar expressions related to trust, family, and hospitality, for example:

“Ishonchli sifat”

“Oilangiz uchun eng yaxshisi”

“Qulay va ishonchli xizmat”

Syntactic Features

Advertising texts usually contain short, simple, and imperative sentences that encourage immediate action. Examples include:

“Buy now!”

"Discover the difference!"

"Try it today!"

Rhetorical questions are also common:

"Looking for quality?"

"Why pay more?"

These structures increase reader engagement and strengthen persuasive impact.

Stylistic Devices

Advertisements frequently employ stylistic devices to make messages memorable and emotionally appealing.

Repetition

Repetition reinforces slogans and brand names:

"More quality. More comfort. More value."

Hyperbole

Hyperbole exaggerates product qualities:

"The best service in the world."

Metaphor

Metaphors create imaginative associations:

"Your financial future starts here."

Alliteration and Rhyme

Sound patterns make slogans catchy and memorable:

"Fast, Fresh, Friendly."

4. CULTURAL AND LINGUISTIC DIFFERENCES

Advertising language reflects cultural values and social norms. English advertisements often focus on individuality, innovation, freedom, and success. They encourage consumers to achieve personal goals and improve their lifestyles.

In contrast, Uzbek advertisements emphasize collective values such as family, respect, tradition, trust, and hospitality. Advertisements in Uzbekistan frequently appeal to emotional closeness and cultural identity.

Globalization has also influenced Uzbek advertising language. Many Uzbek advertisements now include English words and modern international expressions to create a sense of prestige and modernity.

Another important difference lies in humor and wordplay. English advertisements commonly use puns, irony, and creative language play, while Uzbek advertisements generally prefer sincerity and direct emotional appeal.

5. PERSUASIVE FUNCTIONS OF ADVERTISING LANGUAGE

The persuasive function is the central feature of advertising discourse. Advertisers use both rational and emotional appeals to influence consumers.

Rational Appeals

These appeals focus on practical information such as:

price,

quality,

usefulness,

reliability.

Emotional Appeals

Emotional appeals target feelings such as:

happiness,

comfort,

love,

trust,

success.

Advertisements also use personalization by directly addressing consumers through pronouns like “you” and “your.” This creates a stronger connection between the advertisement and the audience.

Modern digital advertising has made advertising language more interactive. Online advertisements encourage users to click, comment, share opinions, and participate in campaigns, making communication more dynamic.

6. CONCLUSION

Economic advertising is an important linguistic, cultural, and commercial phenomenon. The comparative analysis of English and Uzbek advertisements demonstrates that both languages use expressive stylistic devices and persuasive strategies to influence consumers and promote products.

However, differences in cultural values, communication styles, and linguistic traditions shape the organization of advertising discourse in each language. English advertisements emphasize creativity, humor, and individuality, whereas Uzbek advertisements focus more on trust, family values, and emotional sincerity.

The study confirms that stylistic devices such as metaphor, repetition, hyperbole, rhetorical questions, and emotional vocabulary play a significant role in increasing the effectiveness of advertising language. Understanding these stylistic features is important for linguistics, media studies, marketing, and intercultural communication.

Further research may investigate digital advertising discourse, multilingual advertising strategies, and the influence of globalization on advertising language.

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