



## **Metaphors used in advertising language and their semantic load**

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The role of metaphors in advertising language occupies a special place in linguistics, pragmatics, and marketing research. Metaphor is actively used not only as a means of artistic expression but also as a communicative and persuasive instrument. In advertising texts, metaphors are used to influence the consumer's consciousness, form a brand image, and intuitively explain the characteristics of the product. In this regard, a deep analysis of metaphors in advertising language helps to understand the semantic, pragmatic, and cultural aspects of language.

The term metaphor dates back to Aristotle. It is explained as “the art of creating new meanings by comparing one thing to another”. In modern linguistics, the conceptual metaphor theory developed by Lakoff and Johnson (1980) showed that metaphor plays a central role not only in artistic or formal language but also in everyday language and social communication. In advertising language, metaphor not only enriches meaning but also evokes emotional resonance in the consumer, increases the value of the product or service, and makes the sales process more effective.

The semantic load of metaphors is manifested in the advertising text in the following aspects:

1. Highlighting the characteristics of the product: With the help of a metaphor, abstract or complex characteristics of the product can be expressed simply and understandably.
2. Emotional impact: Motivating the consumer to purchase by evoking positive emotions.
3. Strengthening the brand image: Certain metaphorical images make the brand memorable and recognizable.
4. Using cultural codes and stereotypes: Through metaphor, the advertising text is combined with the cultural context, appealing to the spiritual and social experience of the consumer.

At the same time, the effectiveness of advertising metaphors is determined by their conceptual clarity, cultural relevance, and linguistic aesthetics. For example, the phrase “The sweet side of life” associates a sweet product not only with its taste, but also with the joy it brings to life. In this way, the metaphor increases the semantic load and enriches the text visually, emotionally, and cognitively.

The purpose of the study: To identify metaphors used in advertising language, analyze their semantic load, and study the features of expression in various advertising texts.

The objectives of the study are:

- To identify metaphorical structures used in advertising texts;



- To analyze their semantic and pragmatic functions;
- To reveal the role of metaphor in the formation of brand image and consumer influence based on examples;
- To show the relationship between metaphorical expressions and cultural context.

The scientific novelty of the study is that it is one of the first works that comprehensively analyzes metaphorical expressions and their semantic load in advertising texts in the Uzbek language. At the same time, the results of the study may have practical significance in the development of advertising texts, linguistic audit, and the formation of marketing strategies.

**Research Methods.** The study was conducted on the following methodological bases:

1. Corpus collection and selection: A corpus of 100 Uzbek advertising texts published during 2022–2025 was compiled for the study. The texts were selected from various fields (food, clothing, cosmetics, technology, transport). The selection criteria were based on the fact that the texts were aimed at a wide audience and were widely distributed on social networks.
2. Identification of metaphorical expressions: The texts were linguistically analyzed, and the presence of metaphorical structures was determined based on the following criteria:
  - o Conceptual similarity: Comparison of a product or service with other concepts;
  - o Emotional connotation: Use of words with emotional load;
  - o Cognitive resonance: The presence of images that create new meaning in the consumer.
3. Semantic analysis: The identified metaphorical expressions were analyzed in the following aspects:
  - o The effectiveness of the metaphor in expressing the characteristics of the product;
  - o Role in shaping brand image;
  - o Emotional and cognitive impact on the consumer's mind;
  - o Cultural and contextual relevance.
4. Statistical and quantitative methods: The number, type, and frequency of metaphorical expressions in the texts were calculated. This analysis shows how widely metaphorical means are used in advertising language.
5. Qualitative analysis: Each metaphorical structure was interpreted contextually and semantically, and its communicative function in advertising was clarified. The features of the use of metaphors and their semantic load were highlighted through examples.
6. Theoretical basis: The study was based on the work of English linguists such as Lakoff and Johnson (1980), Goatly (1997), and Charteris-Black (2004) on conceptual metaphor and advertising analysis. At the same time, studies such as Karimova (2015), Tashpulatova (2018) within the framework of Uzbek linguistics were also taken into account.

**Results.** The results of the study showed the widespread use of metaphors in advertising texts in the Uzbek language and the manifestation of their semantic load in various aspects. A total of 247 metaphorical expressions were identified in 100 advertising texts in the corpus. 67% of them had conceptual, 20% visual-figurative, and 13% idiomatic structures.



### 1. Metaphors in expressing the properties of the product

Metaphors in advertising texts are often used to emphasize specific or abstract properties of the product. For example:

- Food products: The phrase “Sweets are the joy of life” associates sweetness not only with taste, but also with an emotional experience. This metaphor combines the functional and emotional value of the product.
- Technological products: The metaphor “New phone is your personal assistant” represents the connection of the device with human activity, increasing its efficiency.
- Clothing: The phrase “This suit is your second skin” metaphorically emphasizes the comfort and flexibility of clothing.

These examples show that metaphors serve as an important tool for explaining product features in an abstract and intuitive way.

### 2. Emotional and motivational impact.

One of the most important functions of metaphors in advertising is to evoke emotional resonance in the consumer. Examples:

- “Life shines in yellow” - this advertising text gives the consumer a feeling of optimism and joy.
- “The perfect sweetness for your heart” - gives the product emotional value and increases the motivation to buy.
- “Every step is towards success” - a metaphor used in advertising for sporting goods creates a motivational effect by linking action and result.

Corpus analysis showed that metaphors are often used to evoke positive emotions, create positive associations with the product in the consumer, and encourage sales.

### 3. Brand image formation

Metaphorical expressions increase the chances of brand recognition and recall. For example:

- “Apple is a symbol of innovation” – the company is associated with innovation and modernity.
- “Pepsi is the joy of life” – the beverage brand is associated with joy and youth culture.
- “Uzbek hospitality – Exquisite Sweets” – associates the national product with cultural value.

The results show that the role of metaphorical structures in the formation of brand image is very high. They strengthen the uniqueness, values, and image of the brand in the consumer’s mind.

### 4. Cultural and contextual relevance

The effectiveness of metaphors in advertising texts depends on their cultural and contextual relevance. Examples:

- “A smile like a flower” - a metaphor used in cosmetics advertising, harmonizes with the national aesthetic value and concept of beauty.
- “Minutes spent with sweetness - the sweet moments of life” - are perceived by the consumer



through cultural codes and social stereotypes.

Corpus analysis shows that metaphors that do not correspond to the cultural context reduce the semantic effectiveness of advertising. Therefore, it is important for advertising creators to pay attention to language, culture, and social stereotypes when choosing a metaphor.

#### 5. Types of Metaphorical Structures

Metaphorical expressions in the corpus are divided into the following main types:

Metaphor Type	Example	Semantic Load
Conceptual	“The Sweet Side of Life”	Combining the emotional and functional value of the product
Visual-figurative	“Company Star”	Expressing the brand’s recognizability and memorability
Idiomatic	“Visible Success”	evokes a sense of success in the consumer

The analysis shows that conceptual metaphors are the most common in advertising texts, and they play a high role in increasing semantic load, shaping the brand, and creating emotional resonance in the consumer.

#### Discussion

Based on the corpus analysis and results, it was found that the semantic load of metaphors in advertising language is manifested in several ways. First of all, metaphors serve as a simple, intuitive, and interesting tool for explaining the characteristics of a product. For example, the phrase “This suit is your second skin” expresses the comfort and flexibility of clothing not only visually, but also emotionally. At the same time, metaphors make the product in the advertising text not monotonous, but memorable and meaningful.

In terms of emotional and motivational impact, metaphors allow you to encourage sales by evoking positive emotions in the consumer. The study showed that metaphorical expressions in the corpus were used to create emotional resonance in 78% of cases. For example, the phrase “Every step is a step towards success” evokes not only the concept of sports goods, but also personal success. This increases the persuasive power of advertising.

The role of metaphors in the formation of brand image deserves special attention. Metaphors such as “Pepsi is the joy of life” or “Apple is a symbol of innovation” associate the brand with certain social and cultural codes. This confirms the theory of conceptual metaphor: metaphors not only enrich words, but also form the social image of the brand. Cultural and contextual relevance play an important role in the effectiveness of advertising. For example, in the advertisement for the cosmetics “Guldek Tabassum,” it is combined with Uzbek culture and beauty values, as a result of which positive associations are formed in the consumer. At the same time, metaphors that do not correspond to the cultural context reduce semantic clarity and reduce the persuasive effect of advertising.

Analysis of the types of metaphorical structures shows that conceptual metaphors are dominant in advertising texts and are the main means of increasing their semantic load, forming a brand, and creating emotional resonance. Visual-figurative metaphors help to make



a brand memorable and provide visual identification, while idiomatic metaphors increase the aesthetic and cognitive richness of the language.

The results show that when using metaphors effectively in advertising language, it is important to pay attention to the following aspects:

1. Clearly expressing the characteristics of a product or service - the metaphor should intuitively convey the main function or benefits of the product.
2. Creating emotional resonance - the metaphor should evoke positive emotions in the consumer and stimulate the sales process.
3. Strengthening the brand image - it is important that the metaphor makes the brand memorable and recognizable, and expresses its social and cultural codes.
4. Cultural and contextual relevance – the metaphor must be consistent with cultural codes and conform to social stereotypes.

The study also revealed the relationship between metaphorical expressions in advertising texts and consumer behavior. For example, the phrase “The sweet side of life” creates positive associations in the consumer towards the product, which increases the likelihood of purchasing. Thus, correctly assessing the semantic load of metaphors and integrating them into the advertising text makes marketing strategies effective. At the same time, the study found that there was also an incorrect use of metaphors in advertising texts. For example, metaphors that do not correspond to cultural codes or have the wrong connotations can be misinterpreted by the consumer. This reduces the persuasive power of advertising. Therefore, linguistic and cultural auditing is important in the development of advertising texts.

#### Conclusion

The results of the study confirmed the high semantic load of metaphors in advertising texts in the Uzbek language and their communicative, emotional, brand-forming, and culturally important functions.

#### Main conclusions:

1. Metaphors are widely used in advertising language, especially conceptual metaphors, which are dominant.
2. The semantic load is manifested by the metaphor's expression of the product feature, creating emotional resonance, forming a brand image, and harmonizing with the cultural context.
3. Cultural and contextual compatibility is an important factor determining the effectiveness of advertising; incompatible metaphors reduce persuasive power.
4. Metaphorical expressions make advertising texts memorable, intuitive and emotionally rich, which, as a result, has a positive effect on consumer behavior.

The results of the study can be practically applied in creating advertising, conducting linguistic audits, and developing marketing strategies. However, it is recommended that future research be directed towards comparing the semantic load of metaphors in other areas



(e.g., social advertising, international advertising) and other linguistic contexts.

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