



Unique lexical units in English and Uzbek Advertising texts.

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Introduction. Advertising language is a specialized variant of linguistic communication designed to capture attention, convey persuasive messages, and influence consumer behaviour. Unlike ordinary text, advertising discourse blends creativity with economy of expression, often employing distinctive lexical units—words and phrases that are both impactful and memorable. In the global context, English advertising language has developed a rich inventory of such units characterized by appeals to emotion, instant recognition, and brevity. In contrast, Uzbek advertising texts—shaped by different cultural, communicative, and linguistic traditions—tend to integrate descriptive expressions grounded in local values. Comparative linguistic studies show that while both languages aim to persuade, the forms and lexical content reflect differing cultural priorities and persuasive strategies.

Neologisms, slogans, colloquial terms, cultural allusions, and stylistic innovations are examples of lexical units used in advertising. These components serve as cognitive anchors that direct viewers toward particular emotional and behavioral reactions, making them more than just decorative. According to scientific discourse on advertising language, successful lexical choices are based on both cultural resonance and linguistic originality (Cook, 2001; Goddard, 2002). These lexical events in the context of Uzbek and English demonstrate both language distinctions and unique cultural values ingrained in persuasive communication.

With an emphasis on both structural and cultural factors, the current study examines how and why distinct lexical units are used differently in English and Uzbek advertising texts. It aims to respond to three primary queries:

1. What kinds of lexical units are specific to advertising texts written in Uzbek and English?
2. How are these lexical choices influenced by language and cultural contexts?
3. How do these lexical components have a persuasive effect in different languages?

Methods. A comparative qualitative research approach that included discourse analysis and corpus analysis methods was used to answer these issues. The structure of the study was informed by well-established techniques in advertising discourse



research and contrastive linguistics.

Fifty English and fifty Uzbek texts made up a balanced corpus of one hundred advertising samples. Among the sources were:

- Travel and tourism promotions on government websites and pamphlets
- Commercial advertising initiatives in print and online
- Taglines and slogans used in product, social, and commercial advertising

These texts were chosen to incorporate both print and internet advertising and to cover a variety of categories (such as tourism, retail, technology, and health).

The analysis concentrated on:

1. Lexical analysis: The process of identifying distinct lexical units, such as cultural markers, idiomatic phrases, neologisms, and evaluative adjectives.
2. Pragmatic and stylistic evaluation: Analysis of lexical items' pragmatic power, modality, and persuasive tactics.
3. Interpreting lexical choices within sociocultural and communication norms is known as cultural contextualization.

The study was based on linguistic theory related to advertising discourse, such as Montgomery's work on persuasion in advertising and Fairclough's work on language and power.

Results. Both common and language-specific trends were highlighted by the study, which showed clear patterns of vocabulary selections in Uzbek and English advertisements.

Neologisms and hybrid units that capture brand identity and current cultural trends are frequently used in English advertising. Words that use productive word construction for impact and memorability include "shop-til-you-drop," "eco-friendly," "self-care," and "luxury-lifestyle." These units serve as marketing hooks and significant indicators that appeal to a worldwide customer base. Neologisms, which are frequently modified through loanwords or calques, are also appearing in Uzbek advertising. Research on Uzbek advertisements reveals a growing prevalence of English borrowings and hybrid terms, such as "flash sale," "best deal," and "power bank," particularly in digital and youth-oriented advertisements. The integration of these borrowings, however, usually maintains Uzbek morphological rules.

Theme-based lexical units show a distinct cultural difference. Vibrant evaluative words like "breathtaking views," "unforgettable experiences," and "world-class resorts" are commonly used in English tourism advertisements. These are designed to suggest both global movement and personal pleasure.



Uzbek writings, on the other hand, favor culturally based descriptive terms that represent local values, including "mehmondo'stlik" (hospitality), "ajdodlar merosi" (ancestral legacy), and "xalqning qadriyatlari" (people's values). Instead of emphasizing solo experience, these units emphasize community, tradition, and communal identity.

Advertising slogans provide another fertile site for unique lexical combinations: • English slogans that directly address the customer, such as "Just Do It" (Nike) or "Taste the Difference," create a sense of urgency and drive. • To express responsibility or encouragement, Uzbek slogans frequently use modality in numerous ways, using modal terms like *lozim* (essential), *shart* (must), or *kerak* (required). According to research, Uzbek slogans link cultural norms with a persuasive aim through the use of subjective modality.

Slang and colloquial lexical units (such as "cool," "lit," "awesome," etc.) are often used in English advertisements to appeal to younger audiences, particularly in social media or youth-targeted campaigns. In contrast, Uzbek advertisements usually use a more formal or literary register, and slang is mostly used in translated or borrowed contexts, suggesting a more conservative stylistic preference in local advertising.

Discussion. The results indicate that vocabulary choice in advertising is both culturally and linguistically influenced. Both Uzbek and English have distinct lexical units that operate inside their separate cultural frameworks, influencing the construction and reception of messages.

English advertising's emphasis on emotionally charged adjectives and innovative word formations reflects broader Anglo-American marketing traditions, where individuality and lifestyle appeal are central. This pattern fits with global advertising norms that prioritize consumer autonomy and experiential values. Conversely, Uzbek advertising reflects communal values and cultural pride. Descriptive expressions rooted in hospitality, tradition, and community suggest that ads aim to establish trust and shared value systems. These lexical units do more than describe products; they connect products to collective identity and social norms.

The presence of non-equivalent or culturally loaded lexical units presents challenges in translation and marketing across languages. Translators must account for pragmatic equivalence, not just literal meaning, to preserve persuasive force. Studies on English slogan translation highlight the need for creative adaptation to maintain both form and cultural resonance in target languages.

For marketers, understanding these lexical nuances is crucial. In multinational campaigns, reliance on culturally neutral or globally recognized lexical units may work



for broad reach, while localized expressions resonate more deeply with specific audiences. For example, combining globally understood English terms (like “premium quality”) with Uzbek cultural references could enhance engagement in local markets.

Conclusion. While the study provides insights into lexical differences, it does not quantify frequency of specific units nor measure consumer response. Future research could integrate quantitative corpus analysis and consumer perception studies to assess the effectiveness of unique lexical items in actual marketing outcomes.

This study shows that unique lexical units in advertising texts reflect not only linguistic structure but cultural communication styles. English advertisements leverage innovation, brevity, and emotion-laden vocabulary, while Uzbek texts emphasize cultural descriptions, traditional values, and formal register. These differences are rooted in broader socio-cultural priorities and communicative norms, shaping how advertising language operates in each context. Understanding these lexical phenomena is essential for effective cross-linguistic advertising strategies, translation practices, and cultural marketing. As global and local markets continue to intersect, nuanced awareness of unique lexical units will remain an important area for both linguistic research and practical advertising design.

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