

LINGUOCULTUROLOGIC FEATURES OF UZBEK AND ENGLISH ADVERTISEMENTS

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Abstract

This article explores the linguoculturological characteristics of advertisements in Uzbek and English, examining how cultural values and language intersect in persuasive communication. Through comparative analysis, it highlights how Uzbek advertisements tend to emphasize collectivism, politeness, tradition, and respect, often employing indirect language, culturally rooted symbols, and honorific expressions. In contrast, English-language advertisements particularly in the United States and United Kingdom are characterized by individualism, directness, and personal empowerment, often using minimalistic slogans, imperative language, and emotionally appealing visuals. Real-world examples from dairy products, telecommunications, tea brands, and household goods are analyzed to illustrate linguistic features, symbolic references, pragmatic strategies, and visual elements. The study concludes that understanding linguoculturologic differences is essential for effective cross-cultural advertising and communication.

Key words

linguoculturology, direct and indirect communication, formality, cultural orientation, cultural-linguistic features, advertising content, symbolism, cross-cultural communication.

Introduction. Linguoculturology explores how language and culture intertwine, shaping communication in various social contexts. Advertisements are powerful cultural texts, conveying not only product information but also cultural values and social norms. This article compares linguoculturologic features of Uzbek and English advertisements, revealing how culture influences language use, symbolism, and persuasive techniques.

Analysis and results. Uzbek culture, rooted in Turkic traditions and Islamic values, emphasizes community, respect, and formality. Uzbek language often reflects this through polite speech and indirect communication. English-speaking

cultures, especially in the USA and UK, value individualism, clarity, and directness, which is reflected in English advertising language.

An Uzbek advertisement for a household product might say: *Hurmatli mijozlar, sizlarning farovonligingiz uchun bizning mahsulotlarimiz har doim yoningizda* (Dear customers, our products are always by your side for your well-being.) This uses respectful address (*Hurmatli mijozlar*) and an indirect, warm tone. *Sitam sut mahsulotlari – tabiiylik va sog‘lom hayot uchun* (*Sitam* dairy products for a natural and healthy life). This ad is about dairy product milk brand “*Sitam*” in Uzbekistan. Ad promotes organic milk produced by a local dairy farm. It focuses on family health, naturalness and tradition. It appeals to collectivist values like the health of the whole family, not just the individual. A similar ad might read in the English dairy product advertisement: *Real. Honest. Organic. Milk the way it should be*. This ad is direct, minimalistic slogans using adjectives, focusing on authenticity and individual choice. *Get the best clean for your home – fast, easy, and affordable!* This is direct, benefit-focused, and uses a call to action.

Uzbek ads often include proverbs or traditional sayings, which resonate culturally, such as *Mehnat – barakadir* (Labor is a blessing). English ads rely more on catchy slogans, like: *Nike’s Just Do It*.

An Uzbek ad for a family-oriented product might show a multigenerational family sharing a meal, invoking values of unity and respect for elders. Traditional Uzbek patterns or imagery of national landmarks may be featured to build cultural identity. Mobile network “*Ucell*” ad promotes a new affordable family internet package: *Oilangizni birlashtiring – internet birgalikda yanada qiziq!* (Connect your family. The internet is more fun together!). Visuals show multiple generations using the internet together like grandma video-calling her son abroad. This ad highlights family unity and technological access for all ages. On the other hand UK mobile network ad promotes the fastest 5G for professionals and gamers: *Stream. Game. Work. Wherever you go*. It shows a young person multitasking: working on a laptop, streaming music, gaming. It emphasizes speed, freedom and personal mobility. These ads depict a young professional working independently in a modern office, symbolizing innovation and personal success.

Uzbek ads use formal, polite language, often avoiding direct commands, e.g., *Iltilimos, mahsulotimizni sinab ko‘ring* (Please, try our product). *Aziz yurtdoshlar, mehmondorchilikning ajralmas qismi – Amir choyi bilan!* (Dear fellow citizens, make your hospitality complete with Amir Tea!). This ad is about black brand known as Amir choy. There is used *Aziz yurtdoshlar* to address the audience respectfully. It also refers to hospitality that is deeply valued cultural tradition in Uzbekistan. Tead English ads employ direct commands or encouragements, like *Take a moment*

for yourself. *Twinnings where wellness begins* (Tea brand Twinings). It is personal and inward-facing, focusing on self-care, relaxation and individual well-being which reflects individualistic cultural orientation. Humor in Uzbek ads is often gentle and respectful, sometimes using wordplay related to cultural traditions. English ads may use irony or bold humor to catch attention.

Uzbek ads often use colors like blue (symbolizing peace) and gold (prosperity), with visuals of traditional clothing or settings to evoke cultural pride. In ad of detergent there is a mother who is teaching her daughter how to clean clothing using a natural soap. By this visual ad we can see that the traditions are being passed down generations. English ads might feature sleek design, bright colors, and images emphasizing individuality and modernity. A cleaning product ad (Lysol) shows a busy parent efficiently cleaning a modern apartment. In this visual ad there are bright lighting, minimalistic modern furniture, bold captions like *Kills 99,9% of germs*

Conclusion. Uzbek and English advertisements embody their cultures through distinct language styles, cultural references, and persuasive strategies. Marketers must be sensitive to these differences for effective communication. This comparison underscores the importance of linguoculturology in global advertising. The linguoculturological comparison between Uzbek and English advertisements shows that language and culture are deeply linked. Uzbek ads focus on family, politeness, and tradition, while English ads emphasize individuality, clarity, and direct appeal. Understanding these cultural-linguistic features helps marketers create more culturally appropriate and effective advertising content across diverse markets[9].

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