

## LINGUISTIC AND CULTURAL ANALYSIS OF ADVERTISING TEXTS

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**Abstract:** This article analyzes the linguistic and cultural characteristics of advertising texts. The interaction of advertising language with culture, the expression of national mentality in it, and methods of influencing the audience through language tools are highlighted. Using the example of advertising texts in different languages, their structural and content features are analyzed in a comparative manner based on a linguocultural approach. The role of cultural factors in global and local advertising strategies is also indicated. The article may be useful for linguists, marketers, and cultural scholars.

**Keywords:** advertising language, linguoculture, cultural factor, communication, national mentality, language tools, advertising discourse

**Introduction:** In an era when the 21st century is recognized as the information age, advertising is deeply penetrating almost all aspects of human life. Advertising is not only a means of promoting a product or service, but also acts as a powerful communicative tool that forms certain socio-cultural values. It is from this perspective that the analysis of advertising texts is becoming an important area of scientific research not only from an economic or marketing point of view, but also from a linguistic and cultural perspective.

The specific features of advertising language - being concise, figurative, emotional and expressive - make it a form of communication in a separate language. In this, not only linguistic means, but also the culture, mentality, national values, traditions and social stereotypes expressed through it play an important role. Advertising texts reflect the cultural worldview, value system and moral standards of each nation. Therefore, advertising language should be studied in depth not only from a linguistic, but also from a linguocultural approach.

This article presents a linguocultural analysis of advertising texts. It examines aspects such as the relationship between language and culture, how national identity is expressed through advertising language, and how cultural factors are reflected in the advertising strategies of different peoples. Also, linguocultural differences are analyzed using the example of global and local advertising texts and the functional capabilities of language tools in this regard are evaluated.

**Main part:** Advertising texts have become a separate object of linguistics, and this area is considered a unique example of modern communication tools. The main task of advertising language is to convey brief and effective information to the consumer, to interest him in a product or service, and to arouse his need. Therefore, advertising language usually has such features as brevity, imagery, expressiveness, and impact. Linguists often approach the study of advertising discourse from the perspective of semantics, pragmatics, stylistics, and communicative linguistics.

Metaphors, alliteration, puns, slogans, quotes, and unique forms of word combinations are widely used in advertising texts. For example, expressions such as "Rejoice your heart!" not only promote the product, but also serve to evoke positive emotions in the consumer.

The linguocultural approach involves a deep study of the interrelationship of language and culture. Language is not only a means of communication, but also the most important factor that carries culture, passing it on from generation to generation. Symbols, traditions, values, stereotypes, and moral norms

related to national culture are always reflected in advertising texts. Therefore, it is extremely important to take into account the cultural context when studying the language of advertising.

For example, values such as "honesty", "blessing", "family", "parental prayer", and "national taste" are widely reflected in Uzbek advertisements. Such concepts are expressed as linguistic and cultural units that represent national culture. Western advertisements, on the other hand, promote values such as individualism, freedom, innovation, and speed.

A cultural code is a language or image tool that is understandable to representatives of a particular culture. In advertising texts, cultural codes can be used to quickly and effectively influence the target audience. For example, when religious expressions, names of national dishes, folk proverbs, and names of famous people are used in advertising, they evoke cultural connotations that are familiar and significant for the listener/receiver.

For example, phrases such as "Hospitality shown with a skullcap" or "Enriched with the taste of Navruz" express the national spirit and values in Uzbek advertising. The use of elements of folk folklore plays an important role in localizing the advertising language and bringing it closer to the audience.

When global brands translate their advertisements into different languages, their cultural content is often changed or adapted. This is called "localization". For example, a slogan used in one country may lose its meaning or have a negative connotation in another. Therefore, cultural competence is required in advertising translations.

In advertising texts adapted to the Uzbek language, spirituality, values, social unity and national traditions often take a leading role. For example, expressions such as "national taste", "the breath of the motherland", "our sacred values", "with the prayers of parents" are often found in advertising texts, which indicates that the Uzbek language is used in connection with its cultural background.

#### Analysis and results

During the study, while analyzing the linguistic and cultural characteristics of advertising texts, observations were made in several main areas:

When comparing Uzbek and Western advertising texts, their main difference is reflected in their cultural orientation. While collective values and spirituality are dominant in Uzbek advertisements, Western advertisements emphasize personal achievement, innovation, individuality, and practicality.

Foreign brands, when introducing their products to the Uzbek market, try to localize their advertising texts. In this process, cultural ambiguities are sometimes observed: for example, some phrases can be interpreted indifferently or even negatively. Therefore, the translation of advertising texts should be carried out not only at the linguistic level, but also on the basis of intercultural coordination.

The language of advertising should be considered not only as a commercial tool, but also as a means of cultural communication. National mentality and values are actively reflected through advertising texts in the Uzbek language. The effectiveness of advertising largely depends on the use of language tools adapted to the cultural context. The content and values conveyed through the language of advertising in different cultures can differ significantly, which requires caution in translation and localization.

**Conclusion:** In today's globalization process, advertising texts are emerging as a complex and multi-layered communicative phenomenon located at the intersection of language and culture. They serve not only as a means of disseminating information, promoting a product or service, but also as a linguistic and cultural resource reflecting cultural values, national mentality, customs and worldviews inherent in society.

The article analyzes the language of advertising based on linguistic and cultural criteria, and the following important conclusions were drawn:

The peculiarities of advertising language - such features as brevity, imagery, expressiveness, emotionality and simplicity - distinguish it from other types of text.

The need for a linguocultural approach - taking into account the cultural context when analyzing advertising texts increases their communicative effectiveness and brings them closer to the audience.

Expression of cultural codes and national values - in Uzbek advertisements, values such as "baraka", "honesty", "hospitality", "family" are constantly reflected through symbols in the language, which ensures that advertising has a national character.

The difference between global and local advertising - when translating international advertising texts, linguocultural adaptation (localization) is of great importance. If cultural differences are not taken into account, the main idea of the advertisement may be misunderstood or rejected altogether.

In general, advertising language is not only a commercial tool, but also a socio-cultural phenomenon, a research area located at the intersection of linguistics and cultural studies. Therefore, linguocultural analysis of advertising texts serves not only to understand their semantic and pragmatic aspects, but also to understand cultural processes in society. In the future, conducting more extensive empirical research in this area, deepening the comparative analysis of national and international advertising texts will remain one of the important scientific tasks.

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