LINGUOPRAGMATIC ANALYSIS OF ADVERTISING TEXTS IN ENGLISH AND UZBEK LANGUAGES WITH THE HELP OF ARTIFICIAL INTELLIGENCE

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Annotation: This article explores the linguopragmatic features of advertising texts in English and Uzbek languages through the application of artificial intelligence (AI) tools. The study aims to reveal how language, culture, and persuasive strategies interact in advertising discourse. Using AI methods such as sentiment analysis, topic modeling, and corpus-based comparison, the research identifies common and culturally specific features in English and Uzbek advertisements. The findings demonstrate that English advertising tends to be concise, innovative, and individual-oriented, while Uzbek advertising emphasizes emotional appeal, tradition, and collective values. The integration of AI technologies in linguistic studies allows for more objective, large-scale, and data-driven analysis of modern advertising discourse.

Keywords: linguopragmatics, advertising discourse, artificial intelligence, sentiment analysis, English, Uzbek, persuasion, culture.

In the modern era of digital communication, advertising has become one of the most powerful tools shaping people's behavior, attitudes, and values. Advertisements not only inform consumers but also influence their emotions, beliefs, and lifestyles. The language of advertising reflects the worldview and mentality of a nation. Therefore, studying advertising discourse in English and Uzbek languages from a linguopragmatic perspective helps to understand how language and culture work together to achieve persuasive goals. The development of artificial intelligence (AI) has opened new perspectives for linguistic analysis. AI tools can process large corpora, detect emotional tones, and automatically identify linguistic patterns. This enhances both the scope and precision of linguistic research. The main aim of this study is to analyze the linguopragmatic characteristics of English and Uzbek advertising texts using AI tools. The objectives include identifying linguistic and pragmatic features, comparing advertising discourse across cultures, and applying AI-based analysis such as sentiment analysis and topic modeling. The object of the study is the advertising discourse in English and Uzbek. The subject of the study is the linguopragmatic and linguocultural characteristics of advertising texts. The research methods used are descriptive, comparative, corpus-based, and AI-assisted analysis.

Advertising discourse combines linguistic creativity, psychological impact, and pragmatic strategy. Its main function is persuasive communication aimed at motivating the audience to act. From a pragmatic viewpoint, advertisements use speech acts like informing, inviting, promising, and urging. English ads tend to be short, direct, and emotionally engaging ("Just do it!", "Think different"), while Uzbek ads often use culturally rich and emotional expressions ("Sog'lom hayot sari!", "Milliy ta'm – siz uchun!").

Typical linguopragmatic strategies in advertising include:
• Persuasion and motivation;
• Emotional and evaluative language;
• Repetition and parallelism;
• The use of adjectives, superlatives, and metaphors;
• Pragmatic markers expressing familiarity or respect ("you," "biz," "siz uchun").These linguistic means strengthen the emotional and persuasive effect of the advertisement.

English and Uzbek advertisements exhibit both universal and culturally specific pragmatic features. English advertising tends to rely on directness, creativity, and emotional intensity, using imperative and evaluative constructions such as "Feel the difference," "Think

big," or "Because you're worth it." Such expressions reflect the individualistic and consumer-oriented nature of English-speaking societies. In contrast, Uzbek advertising often uses indirect persuasion, politeness, and cultural harmony, with phrases like "Barchamiz uchun foydali tanlov" ("A useful choice for all of us") or "Oila farovonligi sizdan boshlanadi" ("Family well-being begins with you"). These examples demonstrate a collectivist worldview rooted in respect, unity, and modesty — key elements of Uzbek national mentality. The persuasive strategies in advertising can be grouped into three major types: emotional (pathos), logical (logos), and ethical (ethos). English advertisements often highlight personal benefit and innovation, appealing to rational and emotional motives simultaneously. Uzbek advertisements, on the other hand, tend to emphasize social approval and moral values, building trust through shared identity and tradition. Such pragmatic variation reveals that advertising is both a linguistic and cultural phenomenon.

Advertising reflects national culture and social mentality. English advertisements generally focus on individualism, self-confidence, and innovation, while Uzbek advertisements highlight family, respect, and collective harmony. English ads often use universal concepts such as "freedom," "freshness," and "innovation," whereas Uzbek ads emphasize local and traditional values like "ona mehri," "milliy lazzat," or "baraka." Both languages rely on emotional and evaluative vocabulary — words like "amazing," "perfect," "ajoyib," and "zo'r" — to create positive impressions. Thus, advertising texts serve not only commercial but also cultural purposes by reflecting national identity. Artificial intelligence provides new opportunities for objective and large-scale linguistic research. The following AI techniques are useful in advertising discourse analysis:

1. Text Extraction and Corpus Creation: AI can automatically collect and categorize advertisements by topic and format.

2. Sentiment Analysis: This method identifies the emotional tone (positive, neutral, or negative) of advertising messages and helps reveal the intensity of persuasion.

3. Topic Modeling: AI tools can extract key themes in advertising texts — such as "beauty," "health," "technology," or "family."

4. Comparative Analysis: AI-based comparison of English and Uzbek ad corpora reveals cultural tendencies and linguistic differences in persuasive strategies. The integration of AI allows researchers to identify both explicit and hidden patterns in advertising language.

The results of the AI-supported analysis show that:

• English advertisements are concise, dynamic, and focused on personal benefit.

• Uzbek advertisements are more emotional, respectful, and rooted in cultural traditions.

• English advertising uses rational persuasion and innovation-centered messages, while Uzbek advertising emphasizes emotional attachment and family values.

• Both types of advertisements use linguistic creativity and positive evaluation to shape consumer attitudes. These findings confirm that linguistic and cultural factors jointly determine the effectiveness of advertising discourse.

In conclusion, this research has explored the linguopragmatic features of advertising discourse in English and Uzbek languages with the integration of artificial intelligence tools. The study has revealed that advertising is not merely a linguistic phenomenon but also a cultural and psychological one, where persuasion, emotion, and national values intertwine. The linguopragmatic analysis demonstrated that both English and Uzbek advertisements share the same communicative goal — to attract, convince, and motivate — yet they employ different linguistic and cultural strategies to achieve it. The findings show that English advertisements tend to be concise, innovative, and assertive, focusing on individuality and self-expression. In contrast, Uzbek advertisements often emphasize emotional warmth, collective harmony, and respect, reflecting the national mentality and social values of Uzbek society. These differences highlight the importance of studying advertising not only as a language product but also as a cultural and semiotic system. Artificial intelligence proved to be an effective and objective tool

for analyzing large corpora of advertising texts. The use of AI techniques such as sentiment analysis, topic modeling, and automatic text classification made it possible to identify emotional tones, thematic patterns, and persuasive strategies across two languages. Future research should expand the corpus by including different genres of advertisements (social media, print, television) and annotate them based on speech acts, emotions, and persuasive strategies. Multimodal analysis integrating text, visuals, and audio can provide a fuller picture of advertising persuasion mechanisms. Experimental studies, such as eye-tracking or audience perception tests, can validate AI-based findings through real human responses. This approach demonstrates that linguistic and computational methods can complement each other, producing more comprehensive and data-driven insights. This research provides both theoretical and practical insights into how language and technology can work together to analyze advertising discourse. Artificial intelligence enhances the objectivity, scalability, and depth of linguistic studies, while linguopragmatic theory ensures a human-centered understanding of meaning and persuasion. The combination of these two fields contributes not only to academic linguistics but also to real-world applications in marketing, translation, and intercultural communication. The findings of this study reaffirm that effective advertising is not simply about choosing attractive words — it is about understanding people, culture, and the power of language itself.

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