

STRUCTURAL AND SEMANTIC ORGANIZATION OF ADVERTISING TEXTS IN UZBEK AND ENGLISH

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Abstract: This article examines the structural and semantic organization of advertising texts in Uzbek and English from a linguistic perspective. The study focuses on how advertising language functions not only as a means of providing information but also as a persuasive tool that influences consumer psychology and behavior. Special attention is given to semantic features such as denotative and connotative meanings, as well as Geoffrey Leech's seven types of meaning: conceptual, connotative, social, affective, reflected, collocative, and thematic meaning. The research analyzes advertising slogans from different fields, including beverages, cosmetics, and clothing products, in order to identify the role of lexical choice, emotional coloring, stylistic devices, and gender-oriented language in advertising discourse. The article also compares the linguistic and cultural characteristics of Uzbek and English advertisements and demonstrates how advertising texts reflect social values, cultural norms, and consumer expectations. The findings show that advertising language is carefully structured to create emotional impact, attract attention, and increase the persuasive power of the message.

Keywords: advertising text, semantics, connotative meaning, denotative meaning, linguistic analysis, advertising discourse, lexical meaning, emotional influence, slogan, Uzbek and English advertising.

O‘ZBEK VA INGLIZ TILLARIDAGI REKLAMA MATNLARINING STRUKTURAVIY VA SEMANTIK TASHKIL ETILISHI

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Annotasiya: Ushbu maqolada o‘zbek va ingliz tillaridagi reklama matnlarining strukturaviy hamda semantik tashkil etilishi lingvistik nuqtai nazardan tahlil qilinadi. Tadqiqot reklama tilining nafaqat axborot berish, balki iste‘molchi psixologiyasi va xulq-atvoriga ta‘sir ko‘rsatish vositasi sifatidagi funksiyasiga qaratilgan. Maqolada denotativ va konnotativ ma‘nolar, shuningdek, J. Leech tomonidan ajratilgan yetti xil ma‘no turi — konseptual, konnotativ, ijtimoiy, affektiv, reflektiv, kollokativ va tematik ma‘nolar keng yoritiladi. Tadqiqot davomida ichimliklar, kosmetika va kiyim-kechak reklamalari misolida reklama matnlaridagi leksik birliklar, emotsional bo‘yoqdorlik, stilistik vositalar hamda genderga oid til birliklarining qo‘llanilishi tahlil qilinadi. Shuningdek, o‘zbek va ingliz reklama matnlarining lingvokulturologik xususiyatlari qiyosiy jihatdan o‘rganiladi. Natijalar reklama tili auditoriya e‘tiborini jalb qilish, hissiy ta‘sir uyg‘otish va mahsulotni samarali targ‘ib qilish uchun maxsus tashkil etilishini ko‘rsatadi.

Kalit so'zlar: reklama matni, semantika, konnotativ ma'no, denotativ ma'no, lingvistik tahlil, reklama diskursi, leksik ma'no, emotsional ta'sir, shior, o'zbek va ingliz reklamalari.

СТРУКТУРНАЯ И СЕМАНТИЧЕСКАЯ ОРГАНИЗАЦИЯ РЕКЛАМНЫХ ТЕКСТОВ НА УЗБЕКСКОМ И АНГЛИЙСКОМ ЯЗЫКАХ

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Аннотация: В данной статье рассматриваются структурная и семантическая организация рекламных текстов на узбекском и английском языках с лингвистической точки зрения. Исследование направлено на изучение языка рекламы не только как средства передачи информации, но и как инструмента воздействия на психологию и поведение потребителей. Особое внимание уделяется денотативным и коннотативным значениям, а также семи типам значения, выделенным Дж. Личем: концептуальному, коннотативному, социальному, аффективному, отражённому, коллокационному и тематическому значениям. В статье анализируются рекламные слоганы напитков, косметики и одежды с целью выявления роли лексического выбора, эмоциональной окраски, стилистических средств и гендерно-ориентированного языка в рекламном дискурсе. Также проводится сравнительный анализ лингвокультурных особенностей узбекских и английских рекламных текстов. Результаты исследования показывают, что язык рекламы специально организуется для создания эмоционального воздействия, привлечения внимания аудитории и усиления убедительности рекламного сообщения.

Ключевые слова: рекламный текст, семантика, коннотативное значение, денотативное значение, лингвистический анализ, рекламный дискурс, лексическое значение, эмоциональное воздействие, слоган, узбекская и английская реклама.

INTRODUCTION

Language has always played a central role in human communication and social interaction. From ancient times, people have used language not only to exchange information but also to influence, persuade, and express emotions. In modern society, advertising has become one of the most powerful forms of communication, and language serves as its primary instrument. Advertising texts are carefully designed linguistic structures that aim to attract attention, create emotional responses, and encourage consumers to purchase products or services.

Advertising language differs from ordinary language because it combines informative and persuasive functions simultaneously. Every word, phrase, and slogan in an advertisement is selected intentionally in order to influence the audience psychologically and emotionally. In this regard, semantic analysis becomes highly important because it helps reveal how meanings are constructed and interpreted in advertising discourse. Semantics studies the meaning of words, expressions, and sentences, as well as the relationships between them in context. In advertising texts, lexical meaning and contextual meaning often work together to create persuasive effects. One of the most influential theories in semantics belongs to Geoffrey Leech, who classified meaning into seven types: conceptual meaning, connotative meaning, social meaning, affective meaning, reflected meaning, collocative meaning, and thematic meaning. These types of meaning can be observed clearly in advertising slogans and promotional texts. Advertisers

frequently use emotionally colored words, stylistic devices, metaphors, and cultural symbols to make their products more attractive to consumers. For example, words such as “fresh,” “pure,” “elegant,” “confident,” and “family” not only provide information about a product but also

The relevance of this study lies in the growing influence of advertising in modern economic and social life. Today, advertisements appear everywhere: on television, social networks, websites, public transport, and printed media. Understanding the structural and semantic organization of advertising texts helps explain how language manipulates consumer behavior and constructs social identities. Furthermore, comparative analysis of Uzbek and English advertising texts contributes to the development of linguistic, stylistic, and intercultural studies.

The main purpose of this article is to analyze the structural and semantic characteristics of advertising texts in Uzbek and English and to identify how different types of meaning are used in advertising discourse. The study also aims to examine the persuasive function of language, the role of emotional vocabulary, and the influence of cultural and gender-related factors in advertising communication.

METHODOLOGY

This research is based on descriptive, comparative, and semantic methods of linguistic analysis. The study examines advertising texts in Uzbek and English collected from television commercials, social media advertisements, online marketing platforms, magazines, and company slogans. Different categories of advertisements were selected for analysis, including beverages, cosmetics, medicines, household products, mobile communication services, and clothing brands.

The primary method used in this study is semantic analysis. The meanings of words and expressions in advertising slogans were examined according to Geoffrey Leech’s theory of seven types of meaning. Particular attention was paid to conceptual meaning, connotative meaning, affective meaning, social meaning, reflected meaning, collocative meaning, and thematic meaning. The analysis focused on how these meanings interact within the structure of advertisements to create persuasive and emotional effects. Comparative analysis was also used to identify similarities and differences between Uzbek and English advertising texts. Uzbek advertisements were compared with English-language advertisements in terms of lexical choice, emotional tone, sentence structure, stylistic devices, and cultural references. This comparative approach helped reveal how national culture and social values influence advertising language in different linguistic environments.

The examples analyzed in this article include well-known advertising slogans such as Coca-Cola advertisements, cosmetic product advertisements, Beeline slogans, Artel company advertisements, and clothing brand promotions. These examples were selected because they clearly demonstrate the use of semantic strategies and persuasive language techniques. The research materials were interpreted qualitatively rather than statistically. The study mainly focuses on linguistic explanation and semantic interpretation of advertising texts rather than numerical data collection. Through this methodology, the article aims to provide a deeper understanding of how advertising language operates structurally and semantically in Uzbek and English.

RESULTS

The analysis of advertising texts showed that semantic meaning plays a decisive role in the effectiveness of advertisements. The study revealed that all seven types of meaning identified by Geoffrey Leech can be found in both Uzbek and English advertising discourse. However, some types of meaning occur more frequently depending on the purpose of the advertisement and the target audience.

One of the most common types observed in advertisements is connotative meaning. Advertisers often use words with positive emotional associations to influence consumers psychologically. For example, words such as “fresh,” “natural,” “soft,” “beautiful,” “family,” “luxury,” and

“confidence” carry additional emotional and cultural meanings beyond their literal definitions. In Coca-Cola advertisements, expressions like “Open happiness” and “refresh yourself” create associations with joy, relaxation, and emotional satisfaction rather than simply describing the product itself.

The study also found that affective meaning is highly important in advertising discourse. Advertisements frequently express emotions, attitudes, and personal feelings to establish emotional contact with the audience.

Social meaning was observed particularly in advertisements connected with family values, social status, and lifestyle. Uzbek advertisements commonly use family-centered language to emphasize unity, care, and tradition. Expressions such as “for the whole family” or “family comfort” reflect Uzbek cultural values. In contrast, English advertisements often focus on individuality, success, independence, and self-confidence. Men’s clothing advertisements frequently contain words associated with strength, leadership, and achievement. The analysis also demonstrated the importance of collocative and thematic meanings. Certain words repeatedly appear together in advertisements because they create familiar and persuasive expressions. Examples include “soft elegance,” “natural beauty,” “classic style,” and “modern confidence.” Thematic meaning is achieved through sentence structure and emphasis, directing the audience’s attention toward key ideas and emotional messages.

Another important result is that advertising language often uses stylistic devices such as rhyme, repetition, metaphor, parallelism, and emotional adjectives. These linguistic features increase memorability and make slogans more attractive. For example, the rhyme between “coke” and “break” in Coca-Cola advertisements creates rhythm and improves audience recall. The study also showed that advertising texts reflect cultural and gender-related stereotypes. Women’s advertisements generally emphasize beauty, elegance, softness, and emotional expression, while men’s advertisements focus more on power, confidence, and social status. This demonstrates that advertising language not only promotes products but also constructs social identities and reinforces cultural expectations.

DISCUSSION

The findings of this study confirm that advertising language is not neutral communication but a carefully organized system designed to influence human psychology and behavior. The semantic structure of advertising texts demonstrates how words can shape emotions, perceptions, and consumer decisions. Advertising discourse combines linguistic creativity with psychological persuasion, making it one of the most dynamic areas of modern communication. One of the key aspects observed in this research is the dominance of connotative and affective meanings in advertisements. Modern advertising rarely depends only on literal information about a product. Instead, advertisers create emotional worlds around products through symbolic and emotionally loaded language. Consumers often buy not only a product but also the emotions, identity, and lifestyle associated with it. For example, a soft drink is presented as happiness and friendship, while clothing becomes associated with confidence and social success.

The comparative analysis between Uzbek and English advertisements also reveals significant cultural differences. Uzbek advertisements strongly reflect collectivist cultural values such as family unity, hospitality, and emotional warmth. English advertisements, on the other hand, are more individualistic and self-oriented, emphasizing personal freedom, success, and uniqueness. These differences show that advertising language is closely connected with national mentality and social worldview. Another important discussion point is gender representation in advertising texts. The study indicates that advertising language often reinforces traditional gender roles through lexical choices and semantic associations. Women are frequently associated with beauty, care, softness, and elegance, while men are connected with strength, leadership, and

authority. Although such representations are common in global advertising discourse, they may also contribute to social stereotypes and unequal perceptions of gender roles.

The role of stylistic devices in advertising should also be emphasized. Emotional adjectives, rhyme, metaphor, and repetition help create memorable and persuasive slogans. Linguistic simplicity combined with emotional expressiveness makes advertising texts effective in attracting attention. In the digital era, where people encounter thousands of advertisements daily, advertisers increasingly rely on semantic creativity and emotional influence to compete for consumer attention. Furthermore, this study demonstrates that semantics is essential for understanding not only language structure but also social communication. Advertising texts are examples of how linguistic meaning interacts with culture, psychology, economy, and media discourse. Therefore, the analysis of advertising language contributes not only to linguistics but also to communication studies, cultural studies, and marketing research.

CONCLUSION

In conclusion, the study of the structural and semantic organization of advertising texts in Uzbek and English demonstrates that advertising language is a powerful communicative tool that combines informative and persuasive functions. Advertising texts are carefully structured to attract attention, evoke emotions, and influence consumer behavior through lexical choice, stylistic devices, and semantic strategies. The comparative analysis showed that Uzbek and English advertisements reflect different cultural values and social norms. Uzbek advertising discourse emphasizes family, togetherness, and emotional closeness, while English advertisements focus more on individuality, confidence, and lifestyle. Despite these differences, both languages use similar linguistic techniques such as repetition, metaphor, emotional vocabulary, and thematic emphasis to influence audiences effectively.

The study also revealed that advertising language contributes to the construction of social and gender identities. Through semantic choices and stylistic organization, advertisements shape public perceptions about beauty, success, masculinity, and femininity. Overall, this research highlights the importance of semantic and structural analysis in understanding advertising discourse. The findings may be useful for linguists, translators, marketers, and media researchers interested in the interaction between language, culture, and communication. Future studies may further explore pragmatic, cognitive, and multimodal aspects of advertising texts in different languages and cultural contexts.

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