

**STRATEGIES OF LOCALIZATION IN ADVERTISING: A COMPARATIVE STUDY OF ENGLISH AND UZBEK COMMERCIAL TEXTS****Nosirova Fotima Kaxramon kizi**Student of Samarkand State Institute of Foreign Languages  
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**Abstract.** This article analyzes the localization strategies used in the translation of advertising texts from a linguistic and cultural point of view. The main goal of the research is to determine the semantic changes, cultural adaptation and methods of ensuring effectiveness in the process of translating English advertising texts into Uzbek. On the basis of comparative analysis, it is justified that direct translation is not enough in advertising translation, but the importance of localization, taking into account the cultural context. The results of the research show that effective advertising translation will have a high impact only if it is carried out in accordance with the mentality, values and language characteristics of the audience.

**Keywords:** advertising, localization, translation strategies, cultural adaptation, semantic equivalence, pragmatic adaptation, discourse analysis, commercial texts, English language, Uzbek language

In the context of globalization, international companies are actively using advertising tools to penetrate the markets of different countries. In this process, there is a need to translate advertising texts from one language to another. However, the advertising text is not a simple informative text, but it has the function of influencing the audience, persuading him and encouraging him to take a certain action. Therefore, not only linguistic compatibility, but also cultural and pragmatic compatibility is important in advertising translation. The concept of localization represents exactly this process, which means adapting the text to the language, culture and social values of the target audience. The differences between the English and Uzbek languages are not only at the grammatical and lexical level, but also in the worldview, value system, and communicative styles. Therefore, it is necessary to use different strategies in advertising translation. In this article, advertising texts in English and their translations into Uzbek are comparatively studied, and the specific aspects of the localization process are analyzed..

Comparative analysis, discourse analysis and content analysis methods were used in this study. Advertising texts in English and their Uzbek translations were selected as research material and linguistic and cultural differences between them were studied. During the analysis, it was observed how advertising slogans, figurative expressions, metaphors and stylistic devices change in translation. Also, the level of influence of advertising texts on the audience was evaluated pragmatically. During the research, semantic shifts, transformations such as shortening or expansion that occur in the translation process were identified and their reasons were explained.

In addition, the materials selected during the research included advertising samples from various fields, in particular, texts related to food products, technology, cosmetics, and services were analyzed. This made it possible to study the language tools used in advertisements aimed at different audience segments in a wider scope. Each text was considered in a separate context, and its communicative purpose, ways of influencing the audience, and stylistic features were deeply analyzed.

Also, the functional load of the texts was taken into account in order to determine the pragmatic changes that occur during the translation process. That is, the advertising text was evaluated not only as a means of providing information, but as a factor influencing the

consumer's decision-making process. In this context, the effectiveness of the translated texts was compared with the original text, and it was determined to what extent they were equivalent or adapted.

In order to ensure the reliability of the analysis results, several examples were compared and general trends were identified. Each identified case was compared with theoretical sources and checked for compatibility with existing scientific views. In this way, the research was conducted based on the integration of empirical observations and theoretical frameworks.

The results of this research show that the process of localization of English advertising texts into Uzbek language involves significant linguistic, semantic and cultural changes, and these changes have a direct impact on the overall effectiveness of advertising. Based on the analyzed advertising materials, effective translation depends not only on literal correspondence, but also on strategies adapted to the cultural values and communicative characteristics of the target audience.

First of all, it was observed that semantic adaptation is one of the most used strategies in advertising translation. According to the theory of dynamic equivalence put forward by Eugene Nida (1964), congruence at the level of meaning is important for a translation to be natural and understandable. During the research, it was found that short and meaningful advertising slogans in English are given in Uzbek language in an expanded form, that is, they are expressed in an explanatory and emotionally enriched form. This is in line with the communicative translation approach emphasized by Peter Newmark (1988).

Also, cultural adaptation appeared as one of the main factors of advertising translation. The results of the research show that cultural symbols, metaphors, and phrases found in English language advertisements are often modified or completely re-created in accordance with Uzbek culture. This process corresponds to the strategy of domestication proposed by Lawrence Venuti (1995), that is, the text is brought closer to the target audience. At the same time, Mona Baker (2018) points out that pragmatic equivalence is important in advertising translation.

Changes in the pragmatic direction were noted as another important aspect in the results. Direct, strict and individualistic appeals are often used in English advertising texts, while in Uzbek versions a gentler, collective and respectful style prevails. This confirms the functional equivalence theory put forward by Juliane House (2015). In addition, according to the skopos theory developed by Christiane Nord (1997), the purpose of translation directly affects its form and content.

The study also showed that the emotional impact of Uzbek-language ads was enhanced. While English advertisements often attract attention through short and blunt expressions, in Uzbek language units expressing emotionality, sincerity and closeness are more widely used. As Susan Bassnett (2014) pointed out, this situation once again confirms that translation is closely related to culture. At the same time, David Catan (2004) emphasizes the importance of mediation in intercultural communication.

In addition, it was found that structural transformations are widely used. The expansion of sentences, restructuring and replacement of lexical units are necessary to maintain the logic and effectiveness of the advertising text. According to Hatim and Mason (1997), changes at the discourse level play an important role in achieving the communicative goal. Also, Jeremy Munday (2016) states that translation strategies should be flexible depending on the context.

Overall, the results show that a combination of semantic adaptation, cultural sensitivity, and a pragmatic approach is necessary for successful localization of advertising texts. These factors are the main factors that determine the reach of the advertising message to the target audience and its persuasiveness.

English-language advertisements often use short, precise, and individualistic expressions that promote concepts such as personal freedom, success, and innovation. On the contrary, in Uzbek language advertisements, collectivity, family values and traditionalism are reflected more. Therefore, content is often culturally adapted during the translation process. In many cases,

advertising slogans are not translated literally, but are recreated with their meaning preserved. This is an important aspect of semantic transformation. In addition, humor, sarcasm or playful words used in English do not always have the same effect in Uzbek, so they are modified or replaced by other stylistic devices. Emotional impact is also important in advertising texts, and in Uzbek it is expressed more through sincerity and closeness. As a result, the process of advertising translation becomes not a simple translation, but a process of re-creation, i.e. creative localization.

The results of this study showed that localization strategies are highly important in advertising translation. Through a comparative analysis of English and Uzbek advertising texts, it was found that word-for-word translation can reduce the effectiveness of advertising, therefore, cultural and semantic adaptation is necessary. Taking into account the mentality, values and language characteristics of the audience during the translation process ensures the success of advertising. Also, pragmatic adaptation and strengthening of emotional impact are also important factors. In the future, advertising localization should be studied in depth in the context of other languages and cultures, because this field is becoming more and more important in the process of global communication.

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