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# EXPRESSION OF NATIONAL VALUES AND MENTALITY IN UZBEK NEWSPAPER ADVERTISING TEXTS

**Nurmetova Saodat Rahimboevna**
*Independent Researcher, Urgench State University named after Abu Rayhan Beruni*

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**ABSTRACT**

*This article explores the linguistic representation of notional values and national mentality in Uzbek newspaper advertising texts. Focusing on the historical development of advertising discourse in both English and Uzbek contexts, the study highlights their distinctive features shaped by cultural and social factors. Particular attention is paid to the lexical, semantic, and pragmatic means through which value concepts and mentality are expressed in Uzbek print media advertisements. The findings demonstrate that advertising language serves not only as a persuasive tool but also as a reflection of cultural identity and societal norms.*

**KEYWORDS:** *Advertising Discourse, National Values, Mentality, Uzbek Newspapers, Linguo-Culture, Pragmatics, Cultural Identity.*

In contemporary society, advertising plays a crucial role in shaping consumer behavior and public consciousness. Beyond its economic function, adverting serves as a cultural and ideological medium that reflects and reproduces national values and social norms. Scholars emphasize that advertising discourse is deeply embedded in cultural contexts and can not be fully understood without considering national mentality and value systems become one of the most influential forms of mass communication [1].

Advertising discourse has been widely studied in linguistics and media studies. Cook defines advertising as a discourse type that combines language, culture, and ideology, emphasizing shared background knowledge between advertiser and audience. Goddard emphasizes that advertising language reflects social values and ideologies, functioning as a mirror of society. Similarly, Advertising discourse as a social practice that both shapes and is shaped by cultural norms [2].

While global brands often promote standardized messages, local advertising discourse continues to preserve and reproduce national values, cultural norms, and collective mentality. In this context, newspaper advertising remains a significant medium, especially in societies where print media retains cultural authority and credibility. Uzbekistan, with its rich historical, cultural, and linguistic heritage, provides a unique context for studying the interaction between language, culture, and advertising. Uzbek newspaper advertisements are not merely informative or persuasive texts; they are cultural artifacts that reflect the nation's worldview, traditions, moral principles, and social priorities. Concepts such as family solidarity, respect for elders, hospitality, honesty, modesty, and social harmony are deeply embedded in the Uzbek national mentality and frequently surface in advertising language. Fairclough [3] considers advertising discourse a form of social practice that both constructs and is constructed by cultural norms. From this perspective, advertising texts contribute to the maintenance of dominant value systems within a society. The relevance of this study lies in the need to understand how national values are encoded linguistically and pragmatically in advertising texts. Analyzing Uzbek newspaper advertisements from this perspective allows us to identify culture-specific strategies that differentiate them from Western advertising models and to reveal how mentality shapes persuasive discourse.

The main objective of this article is to analyze the expression of national values and mentality in Uzbek newspaper advertising texts through linguistic and pragmatic lenses. The study seeks to answer the following research questions: Advertising has long been studied as a form of persuasive communication. According to Cook, advertising discourse combines linguistic creativity with cultural assumptions shared by the target audience. It operates not only through explicit information but also through implicit cultural meanings and pragmatic inferences.

The concept of national mentality refers to a system of collective cognitive, emotional, and behavioral patterns formed through historical, social, and cultural experience. Hofstede [4] argue that language plays a crucial role in representing national mentality and value orientations. In Uzbek lingua-culture , national values are closely connected with traditions, customs, religious beliefs, and social relations. Researchers highlight the importance of concepts such as *oila* (family), *hurmat* (respect), *baraka* (blessing), *halollik* (honesty), and *mehr-oqibat* (compassion) in Uzbek cultural consciousness.

Lingua-cultural analysis focuses on how language encodes culturally specific meanings. In advertising, this approach helps to reveal how national identity is constructed through lexical choices, metaphors, symbols, and pragmatic strategies. Previous studies on Uzbek advertising discourse have mainly addressed stylistic and lexical features, while the pragmatic and mentality-oriented aspects remain underexplored. This article

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aims to fill this gap by providing a comprehensive analysis of national values in Uzbek newspaper advertisements. The research material consists of advertising texts collected from leading Uzbek newspapers, including socio-political, economic, and cultural publications. The advertisements cover various spheres such as food products, household goods, banking services, education, healthcare, and national brands. The study employs the following methods: Discourse analysis to examine the structure and communicative goals of advertising texts. Linguistic analysis to identify culturally marked lexical units, phraseological expressions, and stylistic devices. Pragmatic analysis to explore implicit meanings, presuppositions, and speech acts. Cultural analysis to interpret national values and mentality reflected in the texts.

A qualitative approach is used to interpret examples, while elements of quantitative analysis help to identify dominant cultural concepts. One of the most prominent features of Uzbek newspaper advertising is the frequent use of culturally significant vocabulary. Words and expressions associated with family, tradition, and morality are commonly employed to create emotional appeal. For example, advertisements often include lexemes such as *oila , farovonlik* (prosperity), *baraka, ishonch* (trust), and *sifat* (quality). These words carry strong positive connotations in Uzbek culture and function as value markers rather than neutral descriptors. The use of kinship terms and collective pronouns (biz, barchamiz) reinforces the sense of unity and shared identity between the advertiser and the audience.

Uzbek advertising discourse frequently relies on indirectness and politeness, reflecting the national mentality that values modesty and respect. Imperative forms are often softened by polite expressions or replaced with advisory statements. Speech acts such as promises, assurances, and blessings are widely used. For instance, advertisements may include expressions implying good fortune, well-being, and long-term benefit, which resonate with the cultural emphasis on stability and harmony. Family-oriented values occupy a central position in Uzbek newspaper advertising. Products and services are often presented as beneficial not only for individuals but for the entire family.

Educational institutions emphasize responsibility toward future generations, while food and household advertisements highlight care, warmth, and togetherness. This reflects the collectivist orientation of Uzbek society, where personal success is closely linked to family and community well-being. Although Uzbek advertising is generally secular, implicit religious and moral references are not uncommon. Concepts such as honesty, purity, and blessing are deeply rooted in Islamic cultural tradition and are subtly integrated into advertising messages.

These references enhance credibility and moral appeal without overt religious messaging, aligning with the ethical expectations of the audience. National symbols, traditions, and culturally recognizable images are frequently invoked in newspaper advertisements. References to national cuisine, traditional clothing, holidays, and historical heritage function as cultural codes that strengthen national identity. Such elements differentiate Uzbek advertising discourse from globalized advertising models and contribute to cultural continuity. The analysis demonstrates that Uzbek newspaper advertising texts serve as a medium for transmitting and reinforcing national values and mentality. Pragmatic analysis reveals that Uzbek advertising discourse prefers indirect and polite communicative strategies. Direct imperatives are often softened by advisory constructions or expressions of goodwill. This reflects the national mentality that values modesty, respect, and non-aggressiveness in communication [6]. Speech acts such as promises, assurances, and recommendations dominate the discourse. Advertisements often imply long-term benefit, stability, and reliability, which are culturally significant expectations in Uzbek society.

Family-centered values occupy a central position in Uzbek newspaper advertising. Products and services are presented as beneficial for the entire family rather than for individual consumers. Educational and financial advertisements emphasize responsibility toward children and future generations.

This tendency aligns with the collectivist nature of Uzbek culture, where individual success is closely connected to family well-being and social approval [7]. Although Uzbek advertising is predominantly secular, implicit moral and religious concepts are frequently present. Values such as honesty, purity, and ethical conduct are deeply rooted in Islamic cultural tradition and national morality. Linguistic and pragmatic choices are deeply influenced by cultural norms and collective consciousness. Unlike Western advertising, which often emphasizes individuality and competitiveness, Uzbek advertising prioritizes social harmony, family welfare, and moral integrity. This reflects broader cultural differences in value orientation and communicative style. The findings confirm that effective advertising in a national context requires cultural sensitivity and an understanding of mentality-specific expectations. Advertisers who align their messages with national values are more likely to gain trust and acceptance.

This study has explored the expression of national values and mentality in Uzbek newspaper advertising texts from a lingua-cultural and pragmatic perspective. The results show that advertising discourse in Uzbek newspapers is rich in culturally marked linguistic elements and value-oriented meanings.

National mentality manifests itself through lexical choices, pragmatic strategies, family-centered themes, moral references, and cultural symbols. These features contribute to the persuasive power of advertising by creating emotional closeness and cultural resonance. The article contributes to multidisciplinary research on advertising discourse and highlights the importance of national values in shaping media communication. Future research may focus on comparative studies between Uzbek and foreign advertising or on the impact of digital media on the representation of national mentality.

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