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SOCIO-CULTURAL FEATURES IN ADVERTISING TEXTS (ON THE EXAMPLE OF THE UZBEK AND ENGLISH LANGUAGES)

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ABSTRACT
This article presents a comprehensive analysis of the sociocultural characteristics of advertising texts, using examples from Uzbek and English. The study reveals the role of advertising language in reflecting and shaping values, stereotypes, and cultural norms in society. The article also provides a comparative analysis of the lexical, grammatical, and pragmatic aspects of advertising texts.
KEY WORDS: *Advertising Text, Socio-Cultural Features, Uzbek Language, English Language, Discourse, Pragmatics.*

In today's era of globalization and rapid development of information technologies, advertising has become an integral part of human life. It is not only a means of promoting products and services, but also a powerful communicative mechanism that shapes social relations, value systems, and cultural norms in society. Through advertising texts, the worldview, mentality, customs, and social stereotypes of a particular society are expressed and conveyed to the general public. In modern linguistics and communication studies, advertising discourse is one of the areas of special study. Because the language of advertising is distinguished by its unique lexical, stylistic, and pragmatic features (Cook, 2001). It is short, impressive, and memorable, and it directly affects the consciousness and behavior of the audience. Therefore, it is important to analyze advertising texts not only as a linguistic unit, but also as a socio-cultural phenomenon. There are scientific studies aimed at studying advertising texts in Uzbek linguistics. In particular, S. Karimov analyzed the linguistic and stylistic features of advertising texts, while N. Mahmudov paid attention to the expressive features of advertising language within the framework of language and speech culture. Furthermore, Sh. Safarov covered the communicative-pragmatic aspects of advertising texts within the framework of pragmalinguistics.

Their research considered the role of advertising language in society and its impact on the human mind as an important issue. Comparative study of advertising texts in Uzbek and English allows us to determine how communicative strategies are formed in different cultural environments. While national values, solidarity, respect, and traditionalism are prioritized in Uzbek advertising discourse, individualism, personal freedom, and innovative approaches are more evident in English advertising texts. These differences are expressed through language tools and directly affect the effectiveness of advertising.

The relevance of this study is that today, intercultural communication is increasingly gaining momentum in the global advertising market. The study of advertising texts in different languages is important not only from a linguistic, but also from a marketing, sociological, and cultural studies point of view. In particular, it is necessary to take into account socio-cultural factors in the process of adapting national advertising texts to international standards.

The purpose of the study is to identify socio-cultural features reflected in advertising texts in Uzbek and English and analyze their similarities and differences. To reveal the socio-cultural features of advertisements in each language, we can use the following analysis stages:

1. Comparative analysis method - to compare advertising texts in two languages.
2. Discourse analysis - to study the social context of advertising texts.
3. Lexical-semantic analysis - to identify words and phrases used in advertising.
4. Pragmatic analysis - to study the impact of advertising on the audience.

Uzbek advertising texts promote concepts such as family values, respect, tradition, and hospitality. We can give some examples as follows,

"The right choice for family happiness!"
"The health of your children is our priority!"
"The best for your family"
"Traditional taste and quality"

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These examples show that family is central in Uzbek advertising. That is why concepts such as family, blessing, health, and national traditions are often found in advertisements. (Mahmudov, 2012)

In terms of language, polite forms of address ("for you", "for your family"), exclamations, and emotional vocabulary prevail
The socio-cultural characteristics of English advertising texts are somewhat different from those of the Uzbek language. Individualism, personal success, and freedom are the main themes in English advertising texts. For example:

"Just do it" (Nike)
"Think different" Apple)
"Because you're worth it" (L'Oréal)

From these examples, we can see that short and concise sentences, imperative tone, and personal orientation are more common in English advertising texts. In terms of language, such advertisements are minimalistic, direct, and have a strong motivational character. English advertisements are often direct, emotional, and globally oriented, often containing commands, advantages, and adventures focused on immediate impact and individual experience. Uzbek advertisements, on the other hand, are more respectful, narrative, and culturally embedded, emphasizing national pride, spiritual harmony, hospitality, and historical heritage through descriptive, context-rich language and traditional expressions (Diyorovich, 2025; Ziyotova, 2025).

The results show that advertising texts are directly related to the social structure of society. While collective values prevail in Uzbek advertising, individual success and freedom are promoted in English advertising. English advertising texts use a lot of evaluative adjectives, metaphors, personification, and "you"-oriented language to create vivid images. On the other hand, Uzbek brochures rely more on noun phrases, derived words, and borrowed words, as well as national words that encode local culture. The Uzbek advertising language is considered a modern, rapidly evolving tool that shapes social and economic life and reflects national traditions and speech norms (Yunusova, 2021).

Gender and social roles are important in both languages.
English advertisements are moving towards more inclusive gender representation, while Uzbek advertisements often retain traditional gender roles, reflecting prevailing social norms.

From the perspective of cross-cultural translation and pragmatics, literal translation from English to Uzbek often fails to maintain the persuasive effect due to structural and cultural differences, and strategies such as adaptation, modulation, and transcreation are necessary to maintain emotional impact and cultural acceptability.

Effective cross-cultural advertising must respect not only lexical meaning but also local values, hierarchies, and norms of politeness (Kizi, 2025).

These differences play an important role in international marketing strategies. For example, if an English advertisement is directly translated to an Uzbek audience, it may not have enough impact. Therefore, advertising localization is necessary (Kotler & Keller, 2016). In addition, stylistic devices are also important in the language of advertising (Goddard, 2002). Each culture uses its own linguistic devices.

In both languages, gender stereotypes are expressed through advertising. In Uzbek advertising, women are often depicted in images related to the home, while men are shown as active and decision-makers. In English advertising, however, the trend towards gender equality and inclusivity has been increasing in recent years. Advertising texts clearly demonstrate cultural differences through language. While Uzbek advertising discourse is based on collectivism and traditionalism, English advertising discourse is oriented towards individualism and innovation. However, under the influence of globalization, these differences are gradually decreasing. For example, English slogans and modern marketing methods are also widely used in Uzbek advertising.

CONCLUSION

As a result of the study, it was found that advertising texts are closely related to socio-cultural factors, the predominance of family and collective values in Uzbek advertising texts, individualism in English advertising texts, and cultural adaptation in advertising translation are important. Advertising texts are an important linguistic tool that reflects socio-cultural characteristics. The differences between advertising texts in Uzbek and English are mainly determined by national mentality, values, and communicative strategies. The process of globalization is also having an impact on the language of advertising. As a result, the boundaries between different cultures are gradually disappearing, and common, universal elements are appearing in advertising texts. At the same time, preserving national identity remains an important task. Because it is cultural compatibility that is one of the main factors determining the effectiveness of advertising. In the tourism and general advertising sectors, English-language texts prioritize direct, emotional, and individualistic appeals, while Uzbek-language texts prioritize respect, collective identity, and cultural heritage. These sociocultural orientations shape lexical choice, sentence structure, imagery, and even translation strategies, making culturally informed design and translation essential for effective advertising in both languages.

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In conclusion, in the study of advertising texts, along with the linguistic approach, it is necessary to take into account socio-cultural factors. This is important not only for theoretical research, but also for the process of creating practical advertising. We believe that it is appropriate to conduct more in-depth linguo-cultural and pragmatic research in this area in the future.

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