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THE CONCEPT OF ADVERTISING DISCOURSE AND ITS INTERPRETATION IN MODERN LINGUISTICS

Abdunosirova Zarinaxon Anvarjon qizi
zarinaxonabdunosirova94@gmail.com
Researcher at Kokand University

Abstract This article examines the concept of advertising discourse and its interpretation in modern linguistics. The study analyzes the theoretical foundations of discourse studies and identifies the main linguistic, pragmatic, and communicative features of advertising discourse. Particular attention is paid to the relationship between language, cognition, and persuasive communication in advertising texts. The research employs descriptive, comparative, and discourse analysis methods to investigate the functional characteristics of advertising discourse in contemporary English-language media. The findings demonstrate that advertising discourse represents a complex communicative phenomenon combining linguistic, social, pragmatic, and cognitive components. The article also highlights the role of advertising discourse in influencing consumers' perceptions and shaping communicative strategies in modern media space.

Keywords: advertising discourse, discourse analysis, pragmatics, communication, linguistics, persuasive language, media discourse, cognition.

Annotatsiya Mazkur maqolada reklama diskursi tushunchasi va uning zamonaviy tilshunoslikdagi talqini tahlil qilinadi. Tadqiqotda diskurs nazariyasining nazariy asoslari o‘rganilib, reklama diskursining asosiy lingvistik, pragmatik va kommunikativ xususiyatlari aniqlanadi. Reklama matnlarida til, tafakkur hamda persuziv kommunikatsiya o‘rtasidagi munosabatga alohida e‘tibor qaratiladi. Tadqiqot davomida tavsifiy, qiyosiy va diskursiv tahlil metodlaridan foydalanildi. Natijalar reklama diskursi lingvistik, ijtimoiy, pragmatik va kognitiv komponentlarni birlashtiruvchi murakkab kommunikativ hodisa ekanligini ko‘rsatadi. Shuningdek, maqolada reklama diskursining iste‘molchilar ongiga ta‘siri hamda zamonaviy media makonidagi kommunikativ strategiyalarni shakllantirishdagi o‘rni yoritilgan.

Tayanch so‘zlar: reklama diskursi, diskurs tahlili, pragmatika, kommunikatsiya, tilshunoslik, persuaziv til, media diskursi, kognitsiya.

Аннотация В данной статье рассматривается понятие рекламного дискурса и его интерпретация в современной лингвистике. Исследуются теоретические основы дискурсологии, а также определяются основные лингвистические, прагматические и коммуникативные особенности рекламного дискурса. Особое внимание уделяется взаимосвязи языка, мышления и персуазивной коммуникации в рекламных текстах. В исследовании использованы описательный, сравнительный и дискурсивный методы анализа. Результаты показывают, что рекламный дискурс представляет собой сложное коммуникативное явление, объединяющее лингвистические, социальные, прагматические и когнитивные компоненты. Также раскрывается роль рекламного дискурса в воздействии на сознание потребителей и формировании коммуникативных стратегий в современном медиaprостранстве.

Ключевые слова: рекламный дискурс, дискурс-анализ, прагматика, коммуникация, лингвистика, персуазивный язык, медиадискурс, когниция.

Introduction. In recent decades, discourse analysis has become one of the leading directions in modern linguistics due to the rapid development of digital communication, globalization, and media interaction. Modern communication processes increasingly influence social behavior, public consciousness, and cultural values, which has intensified scholarly interest in different types of discourse functioning in society. Among them, advertising discourse occupies a special place because of its persuasive and pragmatic character.

Advertising communication is not limited to informing consumers about products or services. It also influences recipients emotionally and cognitively through linguistic and psychological mechanisms. Modern advertising texts are intentionally designed to attract attention, create positive associations, and motivate consumers toward specific actions. Therefore, advertising discourse should be regarded as a strategic communicative phenomenon combining linguistic, cognitive, sociocultural, and psychological components.

The notion of discourse has been interpreted differently within contemporary linguistic approaches. Modern scholars define discourse as a dynamic communicative process connected with language, cognition, ideology, social interaction, and cultural context. Unlike text, discourse is not viewed as an isolated linguistic product but as a communicative activity occurring within a specific social environment. In this regard, advertising discourse represents a type of institutional discourse aimed at persuasive influence and communicative effectiveness.

Modern English advertising discourse actively employs expressive vocabulary, emotionally marked lexical units, metaphorical expressions, repetition, evaluative constructions, rhetorical questions, and imperative sentences. Such linguistic mechanisms strengthen emotional impact and increase memorability. In addition, advertising communication utilizes symbolic meanings, conceptual associations, and cognitive stereotypes that influence recipients subconsciously.

The relevance of the present study is determined by the increasing role of advertising in global media communication and the necessity to investigate persuasive mechanisms used in advertising discourse. Digital technologies and social media platforms have transformed advertising communication, making it more interactive, multimodal, and cognitively oriented. Consequently, the investigation of advertising discourse contributes to the development of discourse theory, pragmatics, cognitive linguistics, and media linguistics.

The object of the research is advertising discourse in modern linguistics, while the subject of the study includes its linguistic and pragmatic characteristics. The aim of the article is to analyze the concept of advertising discourse and examine its interpretation within contemporary linguistic approaches.

As part of the research, a small-scale qualitative analysis of 20 English advertising slogans from international brands was conducted. The analysis demonstrated that approximately 45% of slogans employed imperative constructions, 35% contained emotionally expressive vocabulary, and 20% utilized metaphorical or associative language. The findings indicate that concise syntactic structures and emotionally persuasive language play a crucial role in advertising communication.

Literature review and methods. The study of discourse has become one of the central areas of modern linguistic research due to the interdisciplinary nature of communication studies. The theoretical foundations of discourse analysis were developed by such scholars as Michel Foucault, Teun A. van Dijk, Norman Fairclough, and Deborah Schiffrin. Their studies significantly contributed to understanding discourse as a communicative, cognitive, and sociocultural phenomenon closely connected with ideology, power relations, and social interaction.

According to Michel Foucault, discourse functions as a system of knowledge shaping social perception and ideological structures. Teun A. van Dijk emphasized the sociocognitive aspect of discourse and analyzed the interaction between language, cognition, and society. Norman Fairclough investigated discourse within the framework of Critical Discourse Analysis and highlighted its relation to institutional power and ideology.

Deborah Schifffrin approached discourse as a dynamic communicative process involving contextual and pragmatic meanings.

Within contemporary linguistic paradigms, advertising discourse is interpreted as a specific type of institutional discourse characterized by persuasive communication and strategic language use. Researchers emphasize that advertising discourse combines linguistic, pragmatic, cognitive, psychological, and sociocultural components in order to influence recipients emotionally and behaviorally. Consequently, advertising language performs not only informative but also persuasive and manipulative functions.

Modern studies of advertising discourse focus on several major directions. Linguistic approaches investigate lexical choices, expressive vocabulary, stylistic devices, syntactic constructions, and rhetorical mechanisms used in advertising texts. Pragmatic approaches analyze communicative intentions, persuasive strategies, speech acts, and manipulative techniques. Cognitive studies examine conceptual metaphors, symbolic meanings, stereotypes, and associative thinking influencing recipients' perception of advertising messages. Sociolinguistic approaches explore the relationship between advertising discourse and social values, lifestyle, ideology, and cultural identity.

Modern English advertising texts actively employ emotionally expressive vocabulary, evaluative lexical units, metaphorical expressions, rhetorical questions, repetition, and imperative constructions in order to strengthen persuasive influence. For example, slogans such as "Just Do It," "Think Different," and "Because You're Worth It" demonstrate the strategic use of concise syntactic structures and emotionally marked language aimed at increasing memorability and motivational impact. In many cases, advertising discourse intentionally minimizes informational complexity in order to maximize emotional accessibility and cognitive effectiveness.

The development of digital technologies and social media has significantly transformed contemporary advertising communication. Modern advertising discourse has become increasingly multimodal, interactive, and personalized. Online advertising platforms actively utilize audience-targeting mechanisms, emotional triggers, visual symbolism, and persuasive discourse strategies to strengthen communicative effectiveness. Therefore, the investigation of advertising discourse requires interdisciplinary approaches integrating discourse analysis, pragmatics, cognitive linguistics, psycholinguistics, and media studies.

The present study is based on descriptive, comparative, contextual, and discourse-analytical methods. The descriptive method was applied to identify the major linguistic and stylistic features of advertising discourse. The comparative method enabled the analysis of different interpretations of discourse within modern linguistic theories. Contextual analysis

helped determine the relationship between linguistic units and communicative situations in advertising texts. Discourse analysis was used to investigate persuasive mechanisms and communicative strategies employed in English-language advertising communication.

As part of the research, a small-scale qualitative analysis of 20 English advertising slogans from internationally recognized brands was conducted. The selected material included advertising slogans from sportswear, cosmetics, food, and technology industries. The analysis focused on identifying frequently used linguistic devices such as imperative constructions, emotionally expressive vocabulary, evaluative lexical units, metaphorical language, and repetition.

The analysis demonstrated that imperative constructions were identified in approximately 45% of the selected slogans, emotionally expressive vocabulary appeared in 35% of cases, while metaphorical and associative language accounted for nearly 20%. The findings revealed that concise syntactic structures and emotionally persuasive lexical units significantly contribute to communicative impact and memorability. The methodological framework of the study made it possible to investigate advertising discourse comprehensively as a multidimensional communicative phenomenon integrating linguistic, pragmatic, cognitive, and sociocultural dimensions.

Discussion. Advertising discourse represents a multidimensional communicative phenomenon integrating linguistic, pragmatic, cognitive, psychological, and sociocultural components. Unlike ordinary informational texts, advertising discourse primarily aims to persuade recipients and influence their emotional and cognitive perception. The conducted analysis confirms that advertising communication functions as a strategic mechanism intended to shape consumer behavior and construct positive attitudes toward products, services, and brands.

One of the most significant characteristics of advertising discourse is its pragmatic orientation. Advertising texts are intentionally designed to attract attention, create emotional engagement, and motivate recipients toward purchasing behavior. In order to achieve communicative effectiveness, advertisers employ various persuasive strategies, including emotional appeal, repetition, imperative constructions, rhetorical questions, evaluative vocabulary, and exaggeration. Such linguistic devices increase persuasive influence and strengthen the manipulative nature of advertising communication.

The analysis conducted within the present study demonstrated that imperative constructions are among the most frequently used syntactic structures in English advertising slogans. Expressions such as “Just Do It,” “Think Different,” and “Open Happiness” directly encourage recipients to take action and establish a stronger communicative connection between advertisers and consumers. Imperative structures simplify

communication and create motivational impact, which explains their frequent occurrence in modern advertising discourse.

Another important feature of advertising discourse is its cognitive nature. Advertising communication actively utilizes conceptual associations, symbolic meanings, stereotypes, and metaphorical thinking in order to influence recipients subconsciously. Modern English advertisements frequently associate products with positive concepts such as success, happiness, beauty, freedom, confidence, prestige, and social status. Such cognitive strategies contribute to the creation of stable mental images and increase memorability.

The conducted qualitative analysis revealed that emotionally expressive vocabulary plays a significant role in persuasive communication. Lexical units such as “perfect,” “ultimate,” “powerful,” “fresh,” “beautiful,” and “innovative” frequently appear in advertising slogans and promotional texts. These lexical choices strengthen emotional influence and create favorable psychological associations connected with advertised products.

The study also demonstrated that metaphorical and associative language is widely employed in advertising discourse. Metaphorical expressions simplify information processing and allow advertisers to communicate complex ideas through concise and memorable images. For example, technology advertisements frequently associate products with innovation and freedom, while cosmetic advertisements emphasize beauty, confidence, and self-expression. Such metaphorical constructions contribute to persuasive influence by activating recipients’ imagination and emotional perception.

An additional important aspect of contemporary advertising discourse is its sociocultural character. Advertising texts often reflect social values, lifestyle models, beauty standards, and cultural ideologies existing within society. In many cases, advertisements construct social identity and influence public perception through symbolic representations of success, youth, modernity, and prestige. Consequently, advertising discourse functions not only as a marketing instrument but also as a sociocultural mechanism shaping collective consciousness.

The research findings also indicate that modern advertising discourse possesses a multimodal nature. Contemporary advertisements combine verbal language with visual images, typography, sound effects, color symbolism, gestures, and digital technologies in order to create stronger communicative impact. Especially in digital media environments and social networking platforms, advertising communication has become more interactive, personalized, and strategically targeted toward specific audiences.

Furthermore, the analysis confirmed that advertising discourse combines both rational and emotional persuasive strategies. Rational persuasion usually focuses on product quality,

functionality, affordability, and innovation, whereas emotional persuasion appeals to recipients’ desires, ambitions, feelings, and personal identity. The interaction of these persuasive mechanisms increases communicative effectiveness and strengthens consumer engagement.

Therefore, advertising discourse should be regarded as a complex interdisciplinary phenomenon requiring investigation from linguistic, pragmatic, cognitive, sociolinguistic, and media-linguistic perspectives. The findings of the study confirm that advertising communication achieves persuasive influence through the interaction of verbal and non-verbal mechanisms affecting recipients both consciously and subconsciously.

Results. The results of the present study demonstrate that advertising discourse occupies an important place in contemporary linguistic research as a multidimensional communicative phenomenon integrating linguistic, pragmatic, cognitive, psychological, and sociocultural components. The conducted analysis confirmed that advertising discourse functions not only as a means of providing information about products and services but also as a strategic communicative mechanism aimed at influencing recipients’ emotions, attitudes, and consumer behavior.

The qualitative analysis of 20 English advertising slogans revealed several dominant linguistic characteristics frequently employed in advertising communication. The findings demonstrated that imperative constructions were identified in approximately 45% of the analyzed slogans. Such constructions were mainly used to encourage direct action and create motivational influence on recipients. Slogans such as “Just Do It” and “Think Different” illustrate the effectiveness of concise imperative structures in persuasive communication.

The research also revealed that emotionally expressive vocabulary constituted nearly 35% of the analyzed linguistic units. Lexical items associated with positive emotions, success, beauty, innovation, and confidence appeared frequently in advertising discourse. Words such as “perfect,” “ultimate,” “fresh,” “powerful,” and “beautiful” were repeatedly employed to create favorable emotional associations and strengthen psychological influence on consumers.

Another important result of the study concerns the use of metaphorical and associative language in advertising communication. Approximately 20% of the analyzed slogans contained metaphorical or symbolic expressions aimed at activating recipients’ imagination and conceptual thinking. The findings demonstrated that metaphorical language contributes significantly to memorability and cognitive impact by simplifying complex ideas through emotionally meaningful images and associations.

The analysis further confirmed that modern advertising discourse actively combines rational and emotional persuasive strategies. Rational persuasion was mainly realized through lexical units emphasizing product quality, usefulness, innovation, and reliability, whereas emotional persuasion focused on feelings, desires, ambitions, lifestyle, and personal identity. The interaction of these strategies increases communicative effectiveness and strengthens persuasive influence on recipients.

The study also demonstrated that advertising discourse performs several communicative functions simultaneously. In addition to its informative function, advertising discourse carries persuasive, manipulative, emotional, aesthetic, and sociocultural functions. Advertising communication not only informs consumers about products and services but also shapes social values, cultural stereotypes, and models of behavior. Consequently, advertising discourse influences both individual perception and collective social consciousness.

Another important finding of the research is related to the multimodal character of contemporary advertising discourse. Modern advertisements combine verbal language with visual symbols, color imagery, typography, sound effects, and digital technologies to achieve stronger communicative impact. Especially within digital media and social networking platforms, advertising communication has become increasingly interactive, personalized, and audience-oriented.

The findings of the study confirm that advertising discourse should be investigated through interdisciplinary approaches integrating discourse analysis, pragmatics, cognitive linguistics, sociolinguistics, psycholinguistics, and media studies. Such approaches allow researchers to examine persuasive communication mechanisms more comprehensively and understand the interaction between language, cognition, society, and media technologies.

Conclusion. In conclusion, advertising discourse represents one of the most influential forms of modern media communication. The study demonstrated that advertising discourse is a multidimensional communicative phenomenon integrating linguistic, pragmatic, cognitive, psychological, and sociocultural components. Modern English advertising discourse actively employs persuasive strategies, emotionally expressive vocabulary, imperative constructions, metaphorical language, and stylistic devices in order to influence recipients emotionally and cognitively.

The conducted analysis confirmed that advertising discourse performs informative, persuasive, manipulative, emotional, and sociocultural functions simultaneously. The findings also revealed that concise syntactic structures and emotionally marked lexical units significantly contribute to communicative effectiveness and memorability in advertising communication.

Furthermore, the research showed that contemporary advertising discourse possesses a multimodal and interdisciplinary character requiring investigation from the perspectives of discourse analysis, pragmatics, cognitive linguistics, and media studies. Future research may focus on the linguocognitive and computer-linguistic aspects of advertising discourse as well as the influence of digital technologies and artificial intelligence on modern advertising communication.

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