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THE IMPLICATIONS OF ADVICE IN ADVERTISING TEXTS IN UZBEK AND ENGLISH LANGUAGES

Xasanova Dilorom Shavkat qizi
Teacher, Uzbekistan state world languages university
tefon0619@gmail.com
+998971412868

Annotation. In linguistic studies human needs and language evolution is absolutely important. Especially, advertising texts are one of the main research areas where new aspects of research needs arise. The following article will observe the implications of expressing advice in the Uzbek and English languages. As a result of the article readers will be able to draw significant conclusions on how and with which linguistic means will deliver the meaning of advice in advertising texts. The article consists a table where several models of giving advice are demonstrated.

Key words: advertising texts, advice, advice models, implicit meaning, explicit meaning.

INGLIZ VA O‘ZBEK REKLAMA MATNLARIDA MASLAHAT MA’NOSINING IFODALANISHI

Annotatsiya. Tilshunoslik tadqiqotlarida inson ehtiyojlari va til taraqqiyoti masalalari g‘oyatda muhim hisoblanadi. Ayniqsa, reklama matnlari yangi tadqiqot yo‘nalishlariga ehtiyoj tug‘ilayotgan asosiy sohalardan biridir. Ushbu maqolada o‘zbek va ingliz tillarida maslahat berish ma’nosining ifodalanish xususiyatlari ko‘rib chiqiladi. Maqola yakunida kitobxonlar reklama matnlarida maslahat ma’nosi qaysi lisoniy vositalar yordamida va qanday usullarda yetkazib berilishi bo‘yicha muhim xulosalarga kelishlari mumkin. Shuningdek, maqolada maslahat berishning bir nechta modellari ko‘rsatilgan jadval ham o‘rin olgan.

Kalit so‘zlar: reklama matnlari, maslahat, maslahat modellari, ochiq ma’no, ko‘chma ma’no.

ВЫРАЖЕНИЕ ЗНАЧЕНИЯ СОВЕТА В АНГЛОЯЗЫЧНЫХ И УЗБЕКОЯЗЫЧНЫХ РЕКЛАМНЫХ ТЕКСТАХ

Аннотация. В лингвистических исследованиях вопросы человеческих потребностей и развития языка считаются чрезвычайно важными. В частности, рекламные тексты являются одной из основных сфер, где возникает необходимость в новых направлениях исследования. В данной статье рассматриваются особенности выражения значения совета в узбекском и английском языках. В заключении статьи читатели смогут сделать важные выводы о том, с помощью каких языковых средств и какими способами передается значение совета в рекламных текстах. Также в статье представлена таблица, в которой продемонстрировано несколько моделей выражения совета.

Ключевые слова: рекламные тексты, совет, модели совета, прямое значение, переносное значение.

INTRODUCTION

The study identifies a noteworthy feature of suggestions and advice in advertising: a heavy and frequently calculated dependence on particular lexical selections and rhetorical devices that are very distinctive and even exclusive to the advertising industry. The persuasiveness of advertising messages is greatly enhanced by these unique linguistic traits. The chapter concludes by carefully examining the vocabulary used to convey suggestions and advice in advertising, emphasizing the overwhelming use of extremely positive and well-chosen words. It also suggests a way to group these positive lexical items according to the particular persuasive roles they play, like evoking exclusivity, urgency, or desirability.

A critical grasp of the complex ways that language is used to affect consumer behavior is provided by the thorough examination of the linguistic construction and application of advice and suggestion in advertising. There are various models for how advice is expressed verbally in advertising texts.

LITERATURE REVIEW AND METHODOLOGY

Geoffrey Leech's term “loaded language” aptly captures the essential persuasive function of advertising language, which is crucial to its analysis. Advertising discourse actively shapes consumer perceptions, arouses desires, and ultimately compels particular actions in addition to informing. This “loaded” quality results from the deliberate use of linguistic elements intended to affect volition and elicit specific emotional reactions.[1] As a result, studying advertising language is not just a scholarly exercise; rather, it is an essential undertaking for comprehending persuasion mechanisms and how they affect consumer behavior. Methodical observation of various advertising samples, carefully analyzing both the recurring themes and the unique variances in the way advice is expressed, is a

fundamental step in this analytical process. Researchers can determine the fundamental ideas that underpin successful persuasive communication in advertising by spotting recurrent patterns in linguistic strategies, such as the use of imperative verbs, positive polarity terms, or emotionally charged vocabulary. On the other hand, examining the variations in advisory strategies used in different ads while taking into account elements such as target market, product category, and brand identity demonstrates the subtle flexibility of persuasive strategies. A thorough framework for deciphering the “loaded language” of advertising can be developed thanks to this comparative analysis, which also helps us comprehend its rhetorical power and how it influences the attitudes and behaviors of consumers.

One of the significant strategies in advertising involves framing advice within a question-and-answer structure, leveraging the power of direct engagement to enhance persuasion. As A. Soloveva [2] and A. Muminova [3] argue, posing direct questions to the consumer prior to offering advice can be a highly effective rhetorical technique, fostering a sense of connection and immediacy. This approach resonates particularly well in advertising contexts as it serves a dual purpose: first, to capture the audience’s attention by directly addressing their needs or desires; and second, to seamlessly transition into offering a product or service as the solution to the implied problem.

The strategic integration of factual data and statistics within advertising discourse is not merely a stylistic choice, but a deliberate deployment of linguistic strategies that enhance credibility and facilitate persuasion. This practice aligns fundamentally with the principles of pragmatics, specifically through the utilization of speech acts classified as representatives (or assertives). According to the seminal work of Professors J. Austin [4] and J. Searle [5], representatives are speech acts that commit the speaker to the truth of the expressed proposition, encompassing statements, assertions, conclusions, and descriptions. In the context of advertising, the inclusion of verifiable facts and figures transforms the promotional message from a subjective opinion into an objective claim, thereby strengthening its persuasive impact. By presenting data-driven evidence, advertisers implicitly signal their commitment to accuracy and transparency, fostering a sense of trust and reliability in the minds of potential consumers. The deliberate use of "call to action" instructions, which are mainly expressed through imperative verb tenses, is a basic and very successful strategy in the persuasive field of advertising. This strategy seeks to actively encourage particular behavioral reactions from the target audience in order to go beyond passive awareness. Bypassing indirect suggestion and encouraging potential customers to engage directly with the promoted product or service, imperatives' inherent directness creates a sense of immediacy and personal connection.

RESULTS

After talking about the advertising texts mentioned, there are a number of different text models that use various groups of language units to verbalize advice. Five categories of advice models can be distinguished when taking into account all of their parallels and divergences.

One flexible and very successful method of influencing consumer behavior is the strategic use of imperatives in advertising. The use of imperative forms offers a straightforward and persuasive way to convert awareness into action, whether through fear-based appeals, succinct commands, or positive exhortations. This directly contributes to the overall success of advertising campaigns. This strategy works well because it speaks directly to the customer, instills a sense of urgency, and connects the promoted good or service to the achievement of goals or the avoidance of unfavorable outcomes.

(See the table 1)

The table 1

1	Question+solution	AGROBANK. Uy jihozlarini xarid qilishga pul kerakmi? Istalgan maqsadlari uchun agrobank kredit kartalari endi 100 million so’mgacha oling. SWIFTWASH. Tired of endless laundry piles? Here, we’re introducing the Swiftwash Smart washer.
2	Question+answer	SOF. Nima uchun SOF yogurt? Chunki u konservantlarsiz va tabiiy meva bo`lakchalari bilan. HEYORCA. Are you a social media manager? You will definitely need our social media calendar for your better improvement.
3	Statistics+advice	FAIRY. Idishlarni yuvishda tejamkor bo`lishni xohlaysizmi? Biz tejamkormiz, chunki biz Fairydan foydalanamiz. U ko`p idishlarni yuvishga yetadi. Fairyning uzoqqa yetadigan ko`piklari yordamida yog`lar yaxshi tozalanadi. Bitta Fairy 10 mingtagacha idishni yuvishga yetadi. PARACHUTE. Join the 90% of users who reported better sleep after using our pillows.
4	Fact+advice	MIFON. Og`ir ovqat uchun yengil yechim. Ovqat hazm qilishda qiynalsangiz, Mifonni qabul qiling. ONE PRODUCT. Unlimited compliments: Miracle balm is your new brush, bronzer, highlighter, and moisturizer. Get it on our website.
5	Advice+advice	FLASH. Siz nima ish qilsangiz ham, uni yorqin bajaring. Ta`m bilan ilhomlaning. O`zingizni namoyon qiling. Va siz e`tibor markazida bo`lasiz. yangi Flash limonadini ta`tib ko`ring. MAYOCLINIC. Don’t let stress take over your life – discover the calm with our new app.

ANALYSIS

For instance, the Uzbek advertisement “*Ajoyib sovg`alarni yutib olishni istaysizmi? Unda Coca Cola xarid qiling va qopqoq ostidan o’z sovg`alaringizni toping”* [6] (“Do you want to win amazing prizes? Then buy Coca Cola and find your prizes under the cap”) exemplifies this technique. The initial question acts as an invitation, piquing interest and predisposing the consumer to consider the subsequent advice – purchasing Coca Cola. Similarly, the English advertisement *“Do you want a new car? Then consider this your ultimate shopping guide for a new year. Complete Gear Index under for more”* [7] uses a direct question about a consumer desire as a gateway to promoting a new car shopping guide. By initiating a dialogue, albeit rhetorically, advertisers can circumvent potential resistance and increase the likelihood that the consumer will internalize and act upon the presented advice. Therefore, the strategic deployment of question-based introductions followed by tailored recommendations represents a powerful tool in the arsenal of persuasive advertising techniques.

The Uzbek commercial *“Nima uchun SOF yogurt? Chunki u konservantlarsiz va tabiiy meva bo`lakchalari bilan” (“Why SOF yogurt? Since it contains natural fruit pieces and no preservatives”) [8],* the first question serves as an anaphoric device, subtly addressing possible consumer concerns regarding the composition of yogurt. The use of "Nima uchun" ("Why") encourages a cognitive interaction and makes the buyer think about the advantages of the product. Positive polarity terms that have strong positive connotations linked to health and naturalness, like "konservantlarsiz" (without preservatives) and "tabiiy meva bo'lakchalari bilan" (with natural fruit pieces), are used in the response. The adjectival modifiers "tabiiy" and "konservantlarsiz" improve the yogurt's perceived quality. As a causal marker, the conjunction "chunki" (because) clearly connects the question to the response and suggests a rational justification for selecting SOF yogurt over rival brands. Overall, the product's features are presented as straightforward answers to consumers' worries regarding artificial additives.

The inclusion of quantifiable data transforms mere suggestions into compelling arguments, lending weight to the offered advice. For example, the Uzbek advertisement, *“Eng tajribali 10 ta shifokorning 9 tasi Colgate tish pastasini qo’llab quvvatlaydi. Ishonchli mahsulotdan foydalaning. Colgate sizning tabassuminingiz uchun” (“9 out of 10 experienced doctors support Colgate toothpaste. Use a reliable product. Colgate for your smile”) [9]*, leverages statistical evidence—the endorsement of 90% of experienced doctors—to build credibility and bolster the advice to use Colgate. The statistic’s impact is further amplified by the subsequent assertion of reliability (“Ishonchli mahsulotdan foydalaning”) and the concluding appeal to a desirable outcome (“Colgate sizning tabassuminingiz uchun”).

On the other hand, the English commercial *“Are you in charge of social media?”* A different strategy is shown by the statement, *“You will definitely need our social media calendar for your better improvement.” [10]* As a demographic marker, the first question targets a particular professional group and establishes relevance right away. There is a sense of direct address and personalization when the second-person pronoun "you" is used. The response highlights the significance of the product by using the modal auxiliary verb "will" to express a strong sense of necessity and prediction. This feeling of certainty is further supported by the adverb "definitely." As a technical term, "social media calendar" appeals to the target audience's knowledge and offers a tailored solution to meet their work-related requirements. The comparative term "better improvement" appeals to the desire for career advancement and offers observable advantages. "Improvement" is an abstract noun that can refer to a variety of possible beneficial outcomes.

Similarly, the English advertisement, *“Join the 90% of users who reported better sleep after using our pillows,” [11]* employs a statistic to directly persuade consumers through a quantitative demonstration of product efficacy. The imperative “Join” coupled with the impactful statistic establishes a strong call to action, making the advice compelling because it’s backed by measurable results. This method demonstrates how factual data can transform advertising advice from a simple suggestion into a persuasive argument grounded in verifiable evidence, thus enhancing its impact on consumer behavior.

DISCUSSION

In conclusion, the strategic deployment of imperative forms in advertising serves as a powerful catalyst for shifting consumer behavior from passive awareness to active engagement. By addressing the consumer directly, imperatives establish an immediate, personal connection that demands attention. Furthermore, these direct commands infuse marketing messages with a vital sense of urgency, compelling prompt decision-making. Therefore, advertising texts that use representative speech acts supported by credible data can be considered especially powerful, successfully utilizing the power of information to influence consumer attitudes and motivate desired actions. This strategy goes beyond simple persuasion in an effort to foster informed consent, which gives customers the confidence to base their decisions on reliable and verifiable information. Advice is a common tactic used in persuasive advertising texts to sway consumer behavior. However, the way this advice is expressed varies greatly in terms of specificity and delivery, making it far from uniform. It is essential to classify advertising advice according to its form and nature in order to systematically examine this persuasive strategy. One important distinction is between indirect advice, which suggests a course of action through association, suggestion, or implication, and direct advice, which gives the consumer explicit instructions on a recommended course of action.

Whether leveraging fear-based warnings, succinct directives, or motivating exhortations, this approach effectively bridges the gap between a consumer’s current state and their desired goals—or the avoidance of negative outcomes.

Ultimately, this psychological lever enhances the persuasive impact of a campaign, directly driving its marketplace success.

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