

NATIONAL-CULTURAL SPECIFICITY OF UZBEK ADVERTISING LEXICON

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A crucial component of communicative skill is cultural knowledge. The media and interpersonal relationships both heavily depend on cultural factors. One such communicative medium that is supported by cultural heritage and effectively contributes to its transmission is advertisement texts. The manifestation of a particular cultural collective consciousness is facilitated by these writings, which frequently take the form of fresh expressions built upon preexisting ones. Advertisement texts have a significant linguistic and cultural role in popular culture, and they are also significant symbols that can be utilized to understand social perception. As a result, there are several ways to examine the language used in advertising. The aim of this study is to analyse advertisement texts in terms of their linguistic and cultural dimensions by using Uzbek advertising lexicons.

Keywords

language opportunities, types of advertising, linguistic units, Uzbek, lexicon

INTRODUCTION

Advertising discourse has been a major subject of research in modern linguistics due to its persuasive nature and tight relationship with social and cultural reality. Advertising language actively creates meanings, values, and attitudes that are ingrained in the target audience's national culture rather than just informing them about a good or service.¹ Consequently, the vocabulary used in advertising discourse reflects societal norms, values, and communication customs according to Fairclough N.²

In the context of globalization and digital communication, Internet advertising, in particular, exemplifies a complex combination between universal marketing methods with national-cultural distinctiveness.³ While global advertising trends frequently emphasize directness, individualism, and emotional expressiveness, national advertising traditions retain culturally driven lexical and pragmatic characteristics. Uzbek advertising discourse is an excellent illustration of this interplay, combining current digital formats with culturally rooted linguistic patterns.

The goal of this research is to examine the national-cultural distinctiveness of the Uzbek advertising language and find major lexical elements that reflect Uzbek cultural values and pragmatic norms. The study focuses on Internet advertising texts, which are the most active and influential type of modern advertising communication.

Advertising Lexicon as a Reflection of National Culture

Language and culture are inextricably linked, and this connection is most obvious in persuasive discourse such as advertising. The vocabulary of advertising messages is not neutral; it is purposefully

¹ Cook G. *The Discourse of Advertising*. – London: Routledge, 2001. – P. 256.

² Fairclough N. *Media Discourse*. – London: Edward Arnold, 1995. – P. 280.

³ Halliday M.A.K. *Language as Social Semiotic: The Social Interpretation of Language and Meaning*. – London: Edward Arnold, 1978. – P. 272.

chosen to elicit culturally appropriate associations and emotional responses. Liu Z states that national-cultural specificity reveals itself in lexical choices that reflect a particular linguistic community’s worldview, moral values, and social expectations.⁴

Collective values in Uzbek culture include family, respect for elders, hospitality, sincerity, and social peace. These values are commonly inscribed in the advertising vocabulary via culturally significant words, evaluative expressions, and conventional manners of address. Unlike solely informational vocabulary, such lexical pieces convey pragmatic meaning and contribute to the message's persuasive power.

The Uzbek advertising language frequently emphasizes trust, dependability, and moral purity above aggressive promotion or overstated claims. This trend reflects a cultural penchant for modesty, politeness, and indirect influence, which sets Uzbek advertising discourse apart from many Western examples. Advertising is a form of communication that exists in the lives of modern people and can be met at any moment. Many messages are conveyed to individuals implicitly and/or overtly through textual, aural, and visual modes of communication, as well as face-to-face interaction, mobile phones, and the Internet.⁵ Using these strategies, the individual could try to persuade or prove the quality of the product.

1. Brand / Origin (Uzbekistan)	Uzbek Advertising Text	English Translation	National-Cultural & Pragmatic Features
2. Artel (home appliances)	Sifat va ishonch – Artel bilan.	Quality and trust – with Artel.	Value-oriented lexicon; trust-building strategy reflecting reliability
3. Nestlé Uzbekistan (food products)	Oilaviy qadriyatlar uchun tanlov.	A choice for family values.	Family-centered appeal; collectivistic cultural orientation
4. Ucell (telecommunications)	Siz uchun qulay aloqa.	Convenient communication for you.	Polite address; customer-oriented pragmatics
5. Agromir (local food brand)	Halol va tabiiy mahsulotlar.	Honest and natural products.	Ethical vocabulary; cultural concept of halollik
6. Makro Supermarket (retail chain)	Uy bekalari tanlovi.	The choice of housewives.	Traditional social roles; household authority appeal

The examples in the table demonstrate how national and cultural values profoundly impact the vocabulary of Uzbek internet advertising. Words like *sifat* (quality), *ishonch* (trust), *halol* (honesty), and *baraka* (prosperity) are commonly employed because they have positive cultural connotations that the target audience may immediately recognise. These lexical pieces do more than just describe a product; they imply trustworthiness, moral integrity, and societal acceptance. In addition, polite forms of speech, such as *siz* and *hurmatli mijozlarimiz* (dear customers), emphasise the significance of

⁴ Liu Z. Developing the Concept of National Culture for Advertising Research. – Journal of Advertising Research, 2003. – Vol. 43, No. 3. – P. 294–308.

⁵ McQuarrie E.F., Phillips B.J. Indirect Persuasion in Advertising: How Consumers Process Metaphors. – Journal of Advertising, 2005. – Vol. 34, No. 2. – P. 7–20.

respect and courtesy in Uzbek communication. Family-oriented terms like oilaviy qadriyatlar (family values) and uy-bekalari tanlovi (The choice of housewives) underline Uzbek society's collectivistic ethos, in which consumer choices are frequently linked to family welfare.

Conclusion

The current study investigated the national-cultural distinctiveness of the Uzbek advertising language using linguistic and pragmatic analysis. The data show that Uzbek Internet advertising is more than just a commercial form of communication; it is a culturally ingrained discourse influenced by societal values, ethical norms, and traditional patterns of interaction. Lexical choices in Uzbek advertising are strongly associated with culturally significant ideas such as trust, honesty, family, respect, and social responsibility. The analysis demonstrates that value-oriented terminology (sifat, ishonch, halol) is critical in generating persuasive meaning, serving to create credibility and moral trustworthiness rather than driving aggressive consumption. Politeness strategies and respectful forms of address further contribute to the pragmatic effectiveness of advertising messages by maintaining positive interpersonal relations between advertisers and consumers.

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