

## THE APPLICATION OF STYLISTIC DEVICES IN UZBEK ADVERTISING TEXTS

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**Abstract:** This study examines the linguistic and stylistic characteristics of word art in advertising texts, emphasizing the significance of artistic and visual devices in creating imagery, vividness, and emotional impact, which constitute key features of advertising discourse. Particular attention is paid to the functional role of metaphor, metonymy, simile, epithet, wordplay, and phraseological units, illustrated through relevant examples. The findings of the research contribute to the effective application of linguistic resources in advertising text creation, enhance the aesthetic potential of language, and improve overall communicative effectiveness.

**Keywords:** advertising text, word art, artistic and visual means, metaphor, stylistics, advertising discourse, language and expressiveness, linguistic analysis

**Introduction:** In the context of contemporary globalization and the rapid advancement of information and communication technologies, advertising has become an indispensable component of modern society. It permeates various spheres of social life, including economics, culture, media, and everyday communication. Advertising functions not only as a means of disseminating information about products and services but also as a powerful tool for influencing consumer consciousness, shaping attitudes, and motivating individuals toward specific actions. As a result, advertising discourse occupies a significant place in modern communication and deserves thorough linguistic investigation.

From a linguistic perspective, advertising texts are characterized by a high degree of intentionality, persuasiveness, and expressiveness. The effectiveness of advertising largely depends on the careful selection and strategic use of language, which allows advertisers to convey messages concisely while simultaneously evoking emotional and cognitive responses in the audience. Therefore, the study of the linguistic features of advertising texts, particularly their expressive and stylistic potential, has become one of the important research areas in contemporary linguistics.

The effective exploitation of the aesthetic and artistic resources of language plays a crucial role in achieving the communicative goals of advertising. In this regard, stylistic devices—such as metaphor, epithet, simile, wordplay, phraseological units, and other expressive and figurative means—serve as essential tools for enhancing the imagery and emotional appeal of advertising messages. These devices enliven advertising texts, make them more vivid and memorable, and contribute to their persuasive power. By intensifying emotional impact and capturing the audience's attention, stylistic devices significantly increase the communicative efficiency of advertising discourse.

In recent years, scholarly interest in advertising discourse from linguistic and stylistic perspectives has grown considerably. Researchers increasingly focus on the interaction between language, cognition, and persuasion in advertising communication. Nevertheless, despite the growing body of research, the functional use of stylistic devices in advertising texts and their specific contribution to communicative effectiveness remain insufficiently explored, particularly in the context of national languages and cultures. This gap highlights the need for a more systematic analysis of word art and stylistic means in advertising discourse.

Against this background, the analysis of the use of stylistic devices in advertising texts emerges as a relevant and timely scientific issue. Understanding how linguistic and stylistic resources function in advertising contributes not only to theoretical linguistics but also to practical fields such as marketing, media studies, and communication.

The aim of this article is to identify the main forms of application of stylistic devices in advertising texts and to determine their role in enhancing expressiveness, emotional impact, and

persuasive effectiveness. To achieve this aim, the study employs linguistic analysis, stylistic analysis, and comparative methods. The findings of the research contribute to the effective use of linguistic means in advertising text creation, enrich the theoretical foundations of advertising discourse, and expand the understanding of the aesthetic potential of language in persuasive communication.

**Material and methods:** The methodological foundation of this study is based on the scientific and theoretical views of both English and Uzbek scholars devoted to the issues of advertising discourse and stylistics. In Western linguistics, researchers such as D.Crystal, G.Cook, and J.Leech have substantiated the communicative and pragmatic features of advertising language and emphasized the role of stylistic devices in enhancing persuasive impact. Their works served as an important methodological basis for the discursive and functional analysis of advertising texts.

In Uzbek linguistics, the studies of scholars such as A.G'ulomov, N.Mahmudov, and S.Karimov focus on the aesthetic and communicative functions of word art and expressive means in speech. These theoretical perspectives were employed as a conceptual framework for identifying the figurative and imagery-related potential of language in advertising texts.

Through a comparative analysis of the works of English and Uzbek scholars, both universal and culture-specific features of the use of stylistic devices in advertising texts were identified. On the basis of these sources, a comprehensive methodology for the linguistic and stylistic analysis of advertising texts was developed in the present study.

**Results and discussion:** The linguistic analysis of advertising texts demonstrates that stylistic devices constitute one of the key factors determining their communicative effectiveness and persuasive power. Based on examples drawn from various advertising texts, the functional use of expressive and figurative means was examined during the analysis.

One of the most frequently used stylistic devices is metaphor, which serves to convey the characteristics of a product or service in an imaginative and figurative manner. Metaphors enliven advertising content and create positive associations in the consumer's mind. For instance, by comparing a product's quality to strength, speed, or convenience, advertising messages become more persuasive and impactful.

Epithets and similes enhance evaluative and emotional expressiveness in advertising texts. Epithets such as "*perfect quality*" and "*unmatched taste*" emphasize the advantages of a product, while similes assist consumers in the decision-making process. Despite the brevity of advertising texts, these devices ensure semantic richness and expressiveness [3:309]. The use of wordplay and phraseological units contributes to the memorability of advertising messages by expanding the expressive potential of language and helping messages remain in the audience's memory for a longer time. The active use of such devices in slogans and headlines, in particular, significantly increases advertising effectiveness.

The use of stylistic devices in advertising texts ensures their persuasiveness and memorability. Among these devices, metaphor occupies a central position in advertising discourse. For example, in the advertising expression "*This drink is a source of energy,*" the product is portrayed as a provider of strength and vitality, forming a positive image in the consumer's mind. Similarly, in the phrase "*Your smartphone is your everyday assistant,*" a technical device is compared to a human helper, emphasizing its convenience and reliability.

Epithets are also widely employed in advertising texts, adding evaluative and emotional coloring to products and services. Expressions such as "*perfect taste,*" "*exceptional quality,*" and "*light and convenient design*" reveal product advantages concisely and effectively. These epithets increase the semantic load of advertising texts and play a significant role in attracting consumer attention.

The use of simile also plays an important role in advertising discourse. For example, expressions such as "*as soft as cotton*" or "*internet as fast as the wind*" describe product features through

familiar and easily comprehensible images. As a result, advertising messages become more vivid and convincing.

Wordplay and phraseological units further enhance the memorability of advertising texts. Phrases such as "*Prices smile with us*" or "*Give wings to your dreams*" demonstrate the expressive potential of language and add positive emotional coloring to advertising content. The application of such devices in slogans and headlines, in particular, significantly increases advertising effectiveness. Overall, the rational use of stylistic devices in advertising texts plays a crucial role in delivering information in an aesthetic and persuasive form, capturing consumer attention, and achieving the communicative objectives of advertising messages.

The conducted analysis indicates that stylistic devices in advertising texts perform not only an aesthetic function but also an important pragmatic function. They contribute to attracting consumer attention, shaping positive attitudes, and ensuring the achievement of communicative goals.

The results of the linguistic and stylistic analysis confirm that stylistic devices possess significant communicative value in advertising discourse. Throughout the study, metaphor, epithet, simile, wordplay, and phraseological units emerged as the most actively used expressive means in advertising texts.

The findings reveal that metaphors enable the concise and figurative representation of the core characteristics of products and services, thereby increasing the persuasive power of advertising messages. Epithets and similes add evaluative and emotional coloring to advertising content and play an essential role in attracting consumer attention. Wordplay and phraseological units enhance the memorability of advertising texts and strengthen their communicative effectiveness. Overall, the results demonstrate that stylistic devices in advertising texts fulfill not only aesthetic but also pragmatic functions. They serve as effective tools for shaping positive perceptions in the audience's consciousness, ensuring that advertising messages reach their target audience, and influencing consumer choice behavior.

**Conclusion:** The findings of the present study confirm that stylistic devices constitute a crucial linguistic and communicative component of advertising texts. The conducted linguistic and stylistic analysis demonstrates that metaphor, epithet, simile, wordplay, and phraseological units represent the most frequently and effectively used expressive means in advertising discourse. These devices significantly enhance the imagery, emotional expressiveness, and memorability of advertising messages, thereby increasing their persuasive power and overall communicative effectiveness.

The study reveals that stylistic devices perform not only an aesthetic function but also an important pragmatic function in advertising communication. Through the use of figurative and expressive language, advertising texts are able to attract consumers' attention, intensify the semantic content of messages, and shape positive perceptions in the audience's consciousness. As a result, stylistic devices play a decisive role in influencing consumer attitudes and decision-making processes. The purposeful and well-balanced application of word art enables advertisers to convey complex meanings concisely while maintaining a strong emotional impact.

From a theoretical perspective, the analysis of stylistic devices in advertising texts contributes to the enrichment of the linguistic theory of advertising discourse and expands the understanding of the interaction between language, persuasion, and communication. The study highlights the importance of examining advertising language not merely as a means of information transmission, but as a complex communicative phenomenon that combines linguistic, cognitive, and pragmatic dimensions.

From a practical standpoint, the results of this research provide a valuable basis for developing recommendations for the creation of effective advertising texts. In particular, advertisers, copywriters, and marketing specialists are advised to use stylistic devices strategically and context-appropriately, taking into account the target audience, cultural background, and communicative goals of advertising messages. The balanced integration of metaphors, epithets,

comparisons, wordplay, and phraseological units can significantly enhance the aesthetic appeal and communicative efficiency of advertising texts.

In conclusion, a comprehensive study of the use of word art in advertising texts is of both theoretical and practical significance. It not only deepens the scientific understanding of advertising language but also supports the development of more effective and persuasive advertising communication. The findings of this study may serve as a foundation for further research into advertising discourse, particularly in the context of cross-cultural and comparative linguistic studies.

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