

**COMPARATIVE FOCUS ON THE TRANSLATION OF ADVERTISEMENTS OF SOCIAL ORIENTATION IN ENGLISH AND UZBEK***Shakhnoza Sadullaeva**Teacher at the Department of Linguistics**Faculty of Foreign Languages, Karshi State University**Karshi, Uzbekistan***ABOUT ARTICLE**

Key words: advertising discourse; English advertisements; Uzbek advertisements; linguistic features; pragmatics; translation studies; social marketing; grammatical structures; comparative analysis; media linguistics; cultural context; persuasion techniques.

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Abstract: This article investigates the linguistic and pragmatic features of advertising texts in English and Uzbek, emphasizing both their shared persuasive strategies and culturally specific differences. Drawing on the works of prominent media linguists such as Shmelev, Kostomarov, Laptev, Teun van Dijk, Allan, Bell, Fairclough, and Montgomery, the study examines how grammatical, stylistic, and discourse-level devices shape persuasive meaning in commercial and social advertisements. The analysis reveals key grammatical mechanisms typical of English advertising, including the indicative mood, -ing forms, infinitives, modal verbs, pronouns, adjective strings, and syntactic constructions such as ellipsis, inversion, and the emphatic It. Uzbek advertising texts, by contrast, exhibit rhythmic structures, poetic devices, flexible word order, culturally marked expressions, and comparatively longer syntactic patterns. The article also addresses the development of the advertising sector in Uzbekistan and the challenges involved in translating social advertisements across languages and cultures. The study concludes that effective translation requires maintaining both form and meaning while considering sociocultural subtleties. By applying cognitive, pragmalinguistic, and functional-stylistic frameworks, the research demonstrates how advertising discourse reflects cultural values, communicative priorities, and psychological strategies of influence.

INGLIZ VA O'ZBEK TILLARIDA IJTIMOYIY YO'NALTIRILGAN REKLAMA
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MAQOLA HAQIDA

Kalit so'zlar: reklama diskursi; ingliz reklamalari; o'zbek reklamalari; lingvistik xususiyatlar; pragmatika; tarjima tadqiqotlari; ijtimoiy marketing; grammatik strukturalar; qiyosiy tahlil; media lingvistika; madaniy kontekst; persuaziv texnikalar.

Annotatsiya: Ushbu maqolada ingliz va o'zbek reklama matnlarining lingvistik hamda pragmatik xususiyatlari o'rganilib, ularning umumiy persuaziv strategiyalari va madaniy jihatdan belgilangan farqlari tahlil qilinadi. Shmelev, Kostomarov, Laptev, Teun van Dijk, Allan, Bell, Fairclough va Montgomery kabi nufuzli media lingvistlarining ilmiy qarashlariga tayangan holda, tadqiqot tijorat va ijtimoiy reklamalarda grammatik, uslubiy va diskurs darajasidagi vositalarning ta'sirchan ma'no yaratishdagi rolini ko'rsatadi. Tahlil ingliz reklama matnlarida uchraydigan asosiy grammatik mexanizmlarni aniqlaydi: indikativ mayl, -ing shakllari, infinitivlar, modal fe'llar, olmoshlar, sifatlarning zanjiri hamda ellipsis, inversiya va emfatik It kabi sintaktik konstruksiyalar. O'zbek reklama matnlari esa ritmik tuzilish, poetik vositalar, erkin so'z tartibi, madaniy jihatdan belgilangan iboralar va nisbatan uzun sintaktik tuzilmalar bilan ajralib turadi. Maqolada, shuningdek, O'zbekistonda reklama industriyasining rivojlanishi hamda ijtimoiy reklama matnlarini tillar va madaniyatlar o'rtasida tarjima qilish jarayonidagi qiyinchiliklar yoritiladi. Tadqiqot samarali tarjima shakl va mazmunning uyg'un saqlanishini, ayni paytda sotsiokultural nozikliklarni e'tiborga olish zarurligini ta'kidlaydi. Kognitiv, pragmalingvistik va funksional-uslubiy yondashuvlar reklama diskursining madaniy qadriyatlar, kommunikativ ustuvorliklar va psixologik ta'sir mexanizmlarini qanday aks ettirishini namoyon etadi.

СРАВНИТЕЛЬНЫЙ АНАЛИЗ ПЕРЕВОДА СОЦИАЛЬНО ОРИЕНТИРОВАННЫХ
РЕКЛАМНЫХ СООБЩЕНИЙ НА АНГЛИЙСКОМ И УЗБЕКСКОМ ЯЗЫКАХ*Шахноза Садуллаева**Преподаватель кафедры лингвистики
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О СТАТЬЕ

Ключевые слова: рекламный дискурс; английская реклама; узбекская реклама; лингвистические особенности; прагматика; переводоведение; социальный маркетинг; грамматические структуры; сравнительный анализ; медиалингвистика; культурный контекст; методы убеждения.

Аннотация: В данной статье рассматриваются лингвистические и прагматические особенности рекламных текстов на английском и узбекском языках, выявляются их общие стратегии убеждения и культурно обусловленные различия. Основываясь на трудах известных медиалингвистов — Шмелёва, Костомарова, Лаптева, Тёуна ван Дейка, Аллана, Белла, Фэйрклоу и Монтгомери, — исследование анализирует роль грамматических, стилистических и дискурсивных средств в формировании убедительного воздействия в коммерческой и социальной рекламе. Анализ выявляет основные грамматические механизмы, характерные для английских рекламных текстов: изъявительное наклонение, формы на -ing, инфинитивы, модальные глаголы, местоимения, цепочки прилагательных, а также эллипсис, инверсию и эмфатическую конструкцию It. Узбекские рекламные тексты отличаются ритмической организацией, использованием поэтических средств, свободным порядком слов, культурно маркированными выражениями и более развернутыми синтаксическими структурами. В статье также освещается развитие рекламной индустрии в Узбекистане и сложности перевода социальных рекламных сообщений между разными языками и культурами. Делается вывод, что эффективный перевод требует сохранения формы и содержания при учёте социокультурных особенностей. Применение когнитивного, прагмалингвистического и функционально-стилистического подходов позволяет выявить, как рекламный дискурс отражает культурные ценности, коммуникативные приоритеты и психологические механизмы воздействия.

Introduction. The study of mass media texts, especially commercial texts in the English language, has a rich history in Uzbekistan and beyond. Esteemed researchers including Shmelev, Kostomarov, Laptev, Teun van Dijk, Allan, Bell, Norman Fairclough, and Martin Montgomeri have all delved into how language functions through the media. Various methodologies such as discourse analysis, content analysis, cognitive linguistics, as well as burgeoning disciplines like critical linguistics and linguocultural studies have been employed to understand the different aspects of advertisement texts.

“A number of research papers dealing with the impact of an advertisement text and its linguistic context outline that it is a prominent discourse type with its own history and functions according to its own, but the advertising effect of its grammatical structures has not yet been sequentially investigated from the standpoint of social and gender differences between the types of recipients.”[1] Because of its significance, we believe that the way an advertisement text is ‘formed’ may reveal a lot about our own culture and psyche. “That is why it is important to investigate the relationship between the persuasive power of an advertisement text and its grammatical organisation by evaluating morphological and syntactical phenomena individually and revealing the processes of its functioning as a specific sort of discourse.”[2]

Results and discussion. The indicative mood, especially the present indefinite and future indefinite, creates temporal proximity to the customer. The -ing forms and past participles are used as adjectival modifiers for the product. The infinitive form acts as an adverbial modifier of intent. Modal verbs and phrases shift attention to the type of opportunity that the offer presents. Personal and possessive pronouns serve as a bridge between the author and the recipient of the material. Adjective and adverbial modifiers, prepositional and postpositional, along with a string of adjectives emphasise the product's "quantitative" attributes. Imperative sentences, declarative phrases, interrogative words, and exclamatory phrases are employed to persuade the reader. Descriptive syntax encourages the reader to imitate the effort of thought. One-member and nominative phrases condense the advertisement text and content to the maximum extent possible. Elliptical phrases and inversion appeal to the reader conversationally. Conditional and time clauses lay out the logical framework of a proposition. Finally, the use of emphatic “It” directs the reader's attention to a specific attribute. Look at the following examples:

1. Comparative degree of adjectives: "Our shampoo cleans your hair better than any other brand on the market." (Haircare product advertisement)
2. Indicative mood: "Experience true luxury with our new line of designer watches, available now." (Watch company advertisement)
3. -ing forms: "Get fit while having fun with our dance fitness classes." (Gym advertisement)

4. Infinitive form: "To achieve perfect skin, use our advanced skincare line." (Skincare product advertisement)

5. Modal verbs/phrases: "You could save up to 50% on your electricity bill by switching to our energy provider." (Energy provider advertisement)

6. Personal pronouns: "You deserve the best. Treat yourself to our premium chocolate today." (Chocolate company advertisement)

7. Adjective modifiers: "Our new car is sleek, stylish, and fuel-efficient." (Car manufacturer advertisement)

8. Imperative sentences: "Upgrade your phone today and experience the latest technology." (Mobile phone retailer advertisement)

9. Declarative phrases: "Our coffee is the richest, most flavourful blend you'll ever taste." (Coffee company advertisement)

10. Interrogative words: "Are you tired of the same old workout routine? Try our online fitness classes today!" (Online fitness program advertisement)

11. Exclamatory phrases: "Experience the thrill of the ride with our new rollercoaster! Hold on tight!" (Amusement park advertisement)

12. Descriptive syntax: "Our organic, farm-fresh produce is carefully selected and hand-picked for optimal taste and quality." (Organic grocery store advertisement)

13. Nominative phrases: "The best ingredients. The best pizza. Order now." (Pizza chain advertisement)

14. Elliptical phrases: "Tired of your old mattress? Time for an upgrade." (Mattress store advertisement)

15. Inversion: "Never before has our technology been so advanced and intuitive." (Technology company advertisement)

16. Conditional clauses: "If you book now, you can save 10% on your next vacation package." (Travel company advertisement)

17. Time clauses: "When you need reliable service, our company is here for you 24/7." (Service provider advertisement)

18. Emphatic "It": "It's the scent that sets our perfume apart from the rest. Try it today." (Perfume advertisement)

However, peculiarities of Uzbek advertisements have not been investigated yet. In this dissertation we try to look at their linguistic and pragmatic features. Advertising industry is a new field in Uzbekistan and many linguists together with marketing managers are working on creating advertisements taking cultural and linguistic aspects into account. Uzbek advertisements usually have the following features:

1. The comparative degree of adjectives and adverbs, as well as the superlative degree of adjectives and intensifiers used as qualities, define the product qualitatively;

“Siz yanada ko’prog’iga loyiqsiz...”

2. Using rhythm and songs:

“Quvnoq ta’ m Sladokda mujassam” (Sladok shirinliklari)

3. Exclamatory phrases are well-structured, and the exclamatory mark:

“Hayotning yorqin tarafida bo’l!” (Beeline)

4. One-member and nominative phrases:

“Xalq tanlovi” (Artel)

5. The motto is usually rhythmic and phonetic in combination with the brand name:

“With Musa, you are a unique cook.” (Musa)

As can be seen from the examples Uzbek and English advertising texts have some differences regarding the style. English slogans and advertising texts usually consist of nominatives, ellipsis and such kind of grammatical categories, whereas in Uzbek advertising texts rhymes are widely used.

“One more set of factors that helps any socio-oriented advertisement text to communicate its message successfully can be added to these characteristics. Any advertisement must address the right or part of human nature or the right “center”. In general there are 3 main “centers”, addressed to in any advertisement text: “the head” (or consciousness), “the heart” (or emotional center) and everything that is “below”, responsible for consumerism.”[3]

Advertising texts in Uzbek and English exhibit several differences in their peculiarities. Here are a few examples:

1. Word order: The Uzbek language has a flexible word order, meaning that the subject, predicate, and object positions can change within a sentence without affecting its meaning. This flexibility allows for more creative expression but can be challenging for translations into English, which has a more rigid word order. For instance, the Uzbek phrase “Mahsulot xarid qiling! Katta chegirmalar bilan!” could be translated to “Buy the product! With great discounts!” with a fixed word order in English.

2. Collocations and idiomatic expressions: The use of collocations and idiomatic expressions are common in advertising texts to create a memorable and impactful message. These expressions often require a good understanding of the source and target languages' cultural contexts to translate accurately.

3. Length: Advertising texts in Uzbek are often lengthier compared to those in English, which tend to be more concise and impactful. This means that some translations from Uzbek to English may require more succinct language to convey the intended message.

4. Cultural references: Advertising texts in Uzbek often contain specific cultural references related to Uzbekistan's history and traditions, which can be challenging to translate into English without losing meaning or causing confusion.

The peculiarities of advertising texts in Uzbek and English require careful consideration by translators to ensure the message's intention is communicated accurately while appealing to their respective target audiences' cultural contexts.

In the 1990s, the concept of marketing evolved into socially oriented marketing, with increasing public concern over environmental issues, depleting raw materials, and rising social problems in both developed and emerging nations. "Socially oriented marketing seeks to contribute to enhancing people's quality of life through advertisements that are aimed at improving lifestyles and not just the quality, quantity, selection, or pricing of goods." [4] Specifically, it recognizes the importance of physical and cultural surroundings as essential factors in the quality of life.

According to Lazer and Kelly, socially responsible marketing employs information, concepts, and tactics to attain social and economic goals. [5] Social marketing campaigns use marketing tactics to influence behavior change, promote healthy behaviors, and address societal problems.

Social advertising translation is a complex and critical task that requires a deep understanding of the original text, the target audience, and the cultural and linguistic context. By using appropriate translation techniques, translators can effectively convey the message of social advertisements and contribute to positive social change. After the above analysis, the goal of social advertising translation is to effectively explain and recognise the issue and its negative consequences. The following translation techniques might be used as a reference to achieve this desired goal. [6]

"The translation must retain both the original content and the original form, as it must be subjected to literal translation in terms of the target language and not be influenced by subjective interpretations; the translation not only retains the original contents, but also the original forms, particularly metaphors." [7]

Conclusion. Typological descriptions, functional style, media format, syntagmatic elements, and cognitive and pragmalinguistic approaches are all examined in advertising texts. A consistent analysis technique allows not only for the investigation of individual elements of media texts, but also for the consolidation of all data into a single logically organised image that best depicts their genuine traits and properties. Advertising translation is a cross-cultural and cross-linguistic activity. The commercial will be viewed by two distinct types of people from two separate cultures, places, and times. A country's culture, thoughts, and aesthetic ideas are all

embedded in its language. Translators should be well-versed in the cultural and linguistic taboos of the target market.

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