

**ADVERTISING IN MODERN LINGUISTICS: KEY PERSPECTIVES AND  
RESEARCH TRENDS.**

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**Abstract:** This article examines advertising in modern linguistics and analyzes the main perspectives and research trends related to advertising discourse. The study explores advertising as a special type of communication that combines informative, persuasive, emotional, and aesthetic functions. Particular attention is given to the linguistic features of advertising texts, including stylistic devices such as alliteration, rhyme, rhythm, metaphor, phraseological expressions, comparison, and emotional vocabulary. The article also discusses the role of verbal and non-verbal communication in modern advertising and explains the differences between traditional and emotional advertising approaches. Furthermore, the research highlights the interdisciplinary nature of advertising studies, emphasizing the interests of linguists, sociologists, psychologists, ethnologists, and marketing specialists in advertising language. The findings demonstrate that advertising has become a powerful social and communicative phenomenon influencing consumer behavior, cultural values, and modern media discourse. **Keywords:** advertising linguistics, advertising discourse, stylistic devices, persuasive communication, emotional advertising, media language, advertising text, consumer behavior, linguistic analysis, modern advertising.

**ZAMONAVIY LINGVISTIKADA REKLAMA: ASOSIY YONDASHUVLAR VA  
TADQIQOT TENDENSIYALARI.**

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**Annotasiya:** Ushbu maqolada zamonaviy lingvistikada reklama masalalari hamda reklama diskursiga oid asosiy yondashuvlar va tadqiqot tendensiyalari tahlil qilinadi. Tadqiqot reklamaning axborot beruvchi, ta'sir ko'rsatuvchi, emotsional va estetik funksiyalarni birlashtiruvchi maxsus kommunikativ vosita ekanligini yoritadi. Maqolada reklama matnlarning lingvistik xususiyatlari, jumladan alliteratsiya, qofiya, ritm, metafora, frazeologik birliklar, taqqoslash va emotsional leksika kabi stilistik vositalarning qo'llanilishi keng tahlil qilinadi. Shuningdek, zamonaviy reklamadagi verbal va noverbal kommunikatsiyaning o'rni hamda an'anaviy va emotsional reklama turlari o'rtasidagi farqlar ko'rib chiqiladi. Tadqiqot reklama tilining lingvistlar, sotsiologlar, psixologlar, etnologlar va marketing mutaxassisleri uchun muhim tadqiqot obyekti ekanligini ham ta'kidlaydi. Natijalar reklamaning iste'molchi xulq-atvori, madaniy qadriyatlar va zamonaviy media diskursiga kuchli ta'sir ko'rsatuvchi ijtimoiy-kommunikativ hodisaga aylanganini ko'rsatadi.

**Kalit so'zlar:** reklama lingvistikasi, reklama diskursi, stilistik vositalar, ta'sirchan kommunikatsiya, emotsional reklama, media tili, reklama matni, iste'molchi xulq-atvori, lingvistik tahlil, zamonaviy reklama.

РЕКЛАМА В СОВРЕМЕННОЙ ЛИНГВИСТИКЕ: ОСНОВНЫЕ ПОДХОДЫ И  
ИССЛЕДОВАТЕЛЬСКИЕ ТЕНДЕНЦИИ.

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**Аннотация:** В данной статье рассматривается реклама в современной лингвистике, а также анализируются основные подходы и исследовательские тенденции, связанные с рекламным дискурсом. Исследование раскрывает рекламу как особый вид коммуникации, сочетающий информативную, воздействующую, эмоциональную и эстетическую функции. Особое внимание уделяется лингвистическим особенностям рекламных текстов, включая использование таких стилистических средств, как аллитерация, рифма, ритм, метафора, фразеологические единицы, сравнение и эмоционально окрашенная лексика. В статье также рассматривается роль вербальной и невербальной коммуникации в современной рекламе и объясняются различия между традиционной и эмоциональной рекламой. Кроме того, исследование подчеркивает междисциплинарный характер изучения рекламы и интерес к языку рекламы со стороны лингвистов, социологов, психологов, этнологов и специалистов по маркетингу. Результаты показывают, что реклама стала мощным социальным и коммуникативным феноменом, влияющим на поведение потребителей, культурные ценности и современный медиадискурс.

Ключевые слова: лингвистика рекламы, рекламный дискурс, стилистические средства, воздействующая коммуникация, эмоциональная реклама, язык медиа, рекламный текст, поведение потребителей, лингвистический анализ, современная реклама.

## INTRODUCTION

In the modern world, advertising has become one of the most powerful forms of communication influencing society, culture, economics, and human behavior. Advertising is no longer limited to simply informing consumers about products or services; it has evolved into a complex linguistic, psychological, and sociocultural phenomenon. In today's market economy, advertisements surround people everywhere — on television, social media, websites, radio, billboards, newspapers, public transport, and mobile applications. As a result, advertising language has attracted the attention of researchers from various scientific fields, especially linguistics. Modern linguistics studies advertising as a unique type of discourse that combines informative, persuasive, emotional, and aesthetic functions. Advertising texts are carefully structured to influence the consumer's consciousness, attract attention, create emotional responses, and encourage purchasing behavior. Linguists analyze how words, stylistic devices, expressive means, sounds, and visual elements work together in advertisements to achieve maximum persuasive effect. The term “advertising” originates from the Latin word “reclamare,” meaning “to shout aloud” or “to attract attention.” Different scholars have defined advertising from various perspectives. Gillian Dyer describes advertising as a means of drawing consumers' attention to a product or informing them about it. A. Goddard defines advertising as texts aimed at attracting attention and persuading consumers to purchase products. According to E.V. Medvedeva, advertising is an informative and expressive text financed by an advertiser to promote products or services. In modern linguistics, advertising language is considered a special type of communication because it actively uses stylistic devices, phraseological units, emotional vocabulary, rhythm, rhyme, metaphor, alliteration, comparison, irony, and symbolic expressions.

Such expressive tools make advertising memorable and emotionally attractive. Researchers note that advertising language reflects not only linguistic creativity but also social values, national culture, psychological influence, and modern communication trends. The purpose of this article is to examine the role of advertising in modern linguistics, analyze the main linguistic perspectives on advertising discourse, and explore current research trends related to advertising language and communication.

### **METHODOLOGY**

This study is based on descriptive, analytical, comparative, and discourse analysis methods. The descriptive method was used to explain the linguistic features of advertising texts and the role of expressive means in modern advertising communication. The study focuses on stylistic devices such as alliteration, rhyme, rhythm, metaphor, phraseological expressions, comparison, anaphora, epiphora, and antithesis. The analytical method was applied to examine how advertising texts influence consumers through language and communication strategies. Different advertising slogans, promotional texts, and multimedia advertisements were analyzed from linguistic and psychological perspectives. Special attention was given to verbal and non-verbal communication in advertising discourse.

Comparative analysis was also used to compare traditional and emotional advertising approaches. Traditional advertising mainly provides practical information about products, while emotional advertising focuses on symbolic images, feelings, music, visual style, and psychological influence. Examples from international and local advertising campaigns were used to demonstrate these differences. Discourse analysis helped investigate advertising as a social and communicative phenomenon. Advertising texts were analyzed in relation to culture, society, consumer behavior, and media influence. The study also examined the perspectives of linguists, sociologists, psychologists, sociolinguists, ethnologists, and marketing specialists regarding advertising language.

The research materials include scientific literature, linguistic theories, advertising examples, and studies conducted by scholars such as Ye.V. Kulikova, I.V. Volobuyev, Yu.K. Pirogova, Cooke, Gillian Dyer, E.V. Medvedeva, and A. Goddard. The collected materials were interpreted qualitatively to explain modern research trends in advertising linguistics.

### **RESULTS**

The research demonstrated that advertising language in modern linguistics is characterized by high expressiveness, emotionality, and persuasive power. Advertising texts actively use stylistic devices and expressive means to influence consumers psychologically and emotionally. Among the most commonly used linguistic techniques are alliteration, rhyme, rhythm, metaphor, irony, comparison, phraseological units, repetition, and symbolic language. One of the main findings of the study is that sound organization plays an important role in advertising effectiveness. Alliteration, based on the repetition of consonant sounds, creates pleasant acoustic effects and increases memorability. Rhyme and rhythm also contribute to making advertising slogans easier to remember. Advertisers arrange words and phrases rhythmically so that consumers can quickly recognize and recall the message.

The study also showed that phraseological expressions are widely used in advertising texts because they reflect national culture, traditions, customs, and social mentality. Phraseological units make advertisements more colorful, expressive, and culturally familiar to the audience. Advertisements often include popular expressions, quotations, famous phrases, and modified proverbs to attract attention and create emotional impact.

Another important result concerns the distinction between traditional and emotional advertising. According to Yu.K. Pirogova, traditional advertising focuses mainly on providing verbal information about a product's practical characteristics, while emotional advertising relies

more on non-verbal elements such as music, symbolic images, emotional atmosphere, and visual style. Modern advertisements often combine these two approaches in order to maximize persuasive effect. The research revealed that emotional advertising has become especially dominant in modern media communication. Advertisements increasingly focus on emotions, desires, dreams, beauty, love, confidence, and success rather than simply describing products. For example, advertisements for fashion, cosmetics, and luxury products usually emphasize emotional experiences and symbolic meanings instead of practical characteristics.

The study also found that advertising has become an important object of interdisciplinary research. Linguists study the structure and expressive means of advertising language, sociologists analyze its influence on society and social values, psychologists investigate its impact on human behavior and motivation, while marketing specialists examine techniques for increasing advertising effectiveness.

Furthermore, the research showed that advertising reflects both global and national cultural features. Uzbek consumers often prefer products recommended by trusted people rather than relying entirely on advertising. This demonstrates the importance of cultural mentality and social trust in advertising perception.

#### DISCUSSION

The findings of this study confirm that advertising is one of the most influential forms of modern discourse. Advertising language is carefully designed to manipulate attention, emotions, desires, and consumer behavior. Unlike ordinary communication, advertising combines linguistic creativity with psychological influence and marketing strategy. One of the key aspects discussed in this research is the role of expressive means in advertising communication. Stylistic devices such as metaphor, rhyme, alliteration, repetition, and phraseological expressions make advertising texts emotionally powerful and memorable. Modern consumers are exposed to thousands of advertisements every day, so advertisers must use creative language strategies to stand out and attract attention.

Another important discussion point is the growing role of emotional advertising in modern society. Contemporary advertisements increasingly appeal to feelings and emotional experiences rather than rational thinking. Consumers often purchase products not because of practical necessity but because advertisements associate products with happiness, beauty, confidence, success, or social prestige. This demonstrates the strong psychological power of advertising discourse.

The study also highlights the interdisciplinary nature of advertising research. Advertising is studied not only in linguistics but also in psychology, sociology, ethnology, communication studies, and marketing. Each discipline approaches advertising from a different perspective, which proves that advertising has become a complex social phenomenon affecting various aspects of human life.

An important issue discussed in the article is the relationship between advertising and culture. Advertising reflects national traditions, mentality, and social values. Phraseological units, culturally familiar expressions, and local symbols help advertisers establish emotional contact with consumers. At the same time, globalization has led to the spread of international advertising models and English-language slogans in many countries. The study also raises ethical concerns related to advertising influence. Some advertisements may manipulate consumers emotionally, create artificial needs, or encourage excessive consumption. Critics argue that advertising sometimes promotes materialism, stereotypes, and unrealistic ideals. Therefore, modern advertising requires ethical responsibility and balance between commercial goals and social values.

Finally, the research confirms that advertising language continues to evolve together with technology and media development. Social networks, digital marketing, influencer culture, and artificial intelligence are creating new forms of advertising communication that require further linguistic and interdisciplinary study.

#### CONCLUSION

In conclusion, advertising has become one of the most important and influential forms of communication in modern society. Modern linguistics studies advertising not only as a marketing tool but also as a special type of discourse characterized by persuasive, expressive, emotional, and cultural functions.

The research showed that advertising language actively uses stylistic devices and expressive means such as alliteration, rhyme, rhythm, metaphor, phraseological expressions, and emotional vocabulary to attract attention and influence consumer behavior. These linguistic tools make advertising memorable, persuasive, and emotionally engaging. The study also confirmed the growing importance of emotional advertising in modern communication. Contemporary advertisements often rely on symbolic images, emotional atmosphere, music, and visual style rather than only providing practical information about products. Traditional and emotional advertising approaches are frequently combined to create stronger persuasive effects. Another important conclusion is that advertising has become a multidisciplinary object of research. Linguists, sociologists, psychologists, ethnologists, and marketing specialists all study advertising from different perspectives, which demonstrates its significant role in modern society and culture.

The article also highlighted the relationship between advertising and national culture. Advertising reflects social values, traditions, mentality, and consumer behavior patterns. Uzbek consumers, for example, often trust personal recommendations more than advertisements, which reflects cultural attitudes toward consumption and communication. Overall, advertising language continues to develop together with technological and social changes. In the digital era, advertising has become more interactive, emotional, and personalized than ever before. Therefore, the study of advertising in modern linguistics remains highly relevant for understanding communication, culture, media influence, and consumer psychology in contemporary society.

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