

**THE DEGREE OF EFFECTIVENESS OF IMPERATIVE FORMS IN  
ADVERTISING TEXTS: A COMPARATIVE ANALYSIS**

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**ANNOTATSIYA:** Mazkur maqolada o'zbek va ingliz tillaridagi reklama matnlarida buyruq shakllarining qo'llanishi, ularning ta'sirchanlik darajasi hamda lingvistik xususiyatlari keng qamrovda tahlil qilinadi. Tadqiqotda reklama diskursining pragmatik jihatlari ham yoritiladi.

**ANNOTATION:** This article provides a comprehensive analysis of imperative forms in Uzbek and English advertising texts, focusing on their effectiveness, pragmatic features, and linguistic characteristics.

**АННОТАЦИЯ:** В статье проводится детальный анализ повелительных форм в рекламных текстах узбекского и английского языков, их эффективности и прагматических особенностей.

**INTRODUCTION**

Modern advertising is considered one of the key objects of study in linguistics. Advertising texts exert a direct influence on the consumer and motivate them to take specific actions. In particular, imperative forms are among the most actively used linguistic means in the language of advertising. This article examines the role and effectiveness of imperative forms in advertising texts in Uzbek and English.

**MAIN PART**

Imperative forms in advertising texts provide an opportunity to address the consumer directly. For example, in English, expressions such as *“Buy now,” “Try it today,” “Don't miss out”* are widely used. In Uzbek, similar forms such as *“Hoziroq xarid qiling,” “Sinab ko'ring,” “Imkoniyatni boy bermang”* are commonly employed. These expressions are distinguished by their brevity, clarity, and strong persuasive impact.

From a linguistic perspective, these units belong to the category of the imperative and serve a communicative function. Their primary purpose is to influence the recipient and encourage them to perform a specific action. Imperative constructions in advertising are designed to create urgency, attract attention, and enhance the overall effectiveness of the message.

In both Uzbek and English advertising discourse, imperative forms function as powerful pragmatic tools. They help establish a direct connection between the advertiser and the consumer, making the message more dynamic and engaging. Despite structural differences between the two languages, the communicative intention of imperative forms remains largely similar — to persuade, motivate, and guide the audience's behavior.

Thus, the comparative analysis of imperative forms demonstrates that they play a crucial role in shaping the persuasive potential of advertising texts. Their effectiveness lies in their simplicity, directness, and ability to trigger immediate responses from the target audience.

Imperative forms in advertising texts allow you to directly address the consumer. For example, in English, expressions such as 'Buy now', 'Try it today', 'Don't miss out' are widely used. In Uzbek, forms such as 'Buy now', 'Try it today', 'Don't miss out' are used. These units are short, clear and impressive. Linguistically, they belong to the imperative category and serve a communicative purpose.

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In advertising texts, imperative forms allow direct appeal to the consumer. For example, in English, expressions such as 'Buy now', 'Try it today', 'Don't miss out' are widely used. In Uzbek, forms such as 'Buy now', 'Try it today', 'Don't miss out' are used. These units are short, clear and effective. Linguistically, they belong to the imperative category and serve a communicative purpose.

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### CONCLUSION

The results of the study show that command forms in advertising texts are an important communicative tool. They serve as an effective tool for attracting the consumer's attention and encouraging him to take action.

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