

THE USE OF HIGHLY FREQUENT WORD IN ADVERTISEMENTS EXPRESSING ADVICE IN ENGLISH AND UZBEK ADVERTISING TEXTS

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Abstract

This abstract examines the linguistic frequency of advisory language in English and Uzbek advertisements. By analyzing high-frequency verbs and modal structures, the study reveals how cultural nuances influence persuasive strategies. Findings highlight distinct rhetorical patterns, offering insights into cross-cultural communication and the grammatical evolution of consumer-targeted advice in diverse linguistic landscapes.

Keywords: Advice, discourse, advertising texts, special words, culture, imperative sentence, directness.

Introduction

Advice is often used in persuasive ads to influence how people make buying decisions. The way this advice is given differs a lot in how specific it is and how it's presented, so it's not really consistent. It's important to sort advertising advice based on how it's presented and what kind of message it uses so we can look at this persuasive method in a clear and organized way. One key difference is between indirect advice, which shows a way to act by implying, suggesting, or connecting it to something else, and direct advice, which clearly tells the person exactly what they should do. A straightforward appeal could be something like, "Buy our shampoo for smoother hair," whereas an indirect appeal might show pictures of people who are naturally stylish and using the product to suggest its benefits. There is also a range of advice that can be very specific or more general in nature. Specific instructions and real benefits are clearly explained in detailed advice, like "Take two tablets every day to help reduce headache pain." In contrast, open-ended advice is more general and allows the consumer to decide how to apply it. For example, it could say, "Experience

the freedom of our SUV," letting the customer imagine what that freedom feels like. Effective analysis requires a deep understanding of these different forms and levels of specificity, as they greatly influence how persuasive and credible the advertising message is perceived to be. This framework helps to better understand the main purpose behind advertising suggestions and how they might affect what consumers decide to buy, in a clearer and more structured way.

Geoffrey Leech's term "loaded language" perfectly describes the main persuasive role of language used in advertising, which is very important when studying it¹. Advertising talks to people and changes how they see things, makes them want something, and pushes them to take action, while also giving them information. This "loaded" quality comes from the careful choice of words meant to influence people's decisions and bring out certain feelings. So, studying advertising language isn't just about learning for school; it's really important for understanding how persuasion works and how it influences what people buy. Looking at different ad examples carefully and checking both the common ideas and the special ways advice is given is an important part of this analysis. Researchers can figure out the basic ideas that make persuasive communication in ads effective by looking at common patterns in how language is used, like using commands, positive words, or words that express strong emotions. On the other hand, looking at how different ads use advice in their strategies, and considering factors like who the ads are aimed at, what kind of product they're selling, and the brand's image, shows how flexible persuasive methods can be. A detailed approach for understanding the "loaded language" used in advertising can be created through this comparison, which also helps explain how it works persuasively and shapes the thoughts and actions of customers.

A popular and effective way to advertise is by using very positive words on purpose. These words are sometimes called "positive affect" words. This is especially true when the ad is trying to give advice or influence how people make buying decisions. These terms help create a positive link with the product or service and gently highlight the benefits of following the advice. Depending on how they work, we can group the words that are often used in ad texts into different categories.

(See the table 2.2.1)

¹ Leech, N, G. The pragmatics of politeness. Oxford university press, 2014, 50-60 pp.

Table 2.2.1

1	Words to make feel special	You-siz, personal-shaxsiy, special-maxsus, exclusive-ekslyuziv, related-bog`liq
2	Words to make Call to Action	Learn-bilib oling, click- (tugmani) bosing, submit-yuboring, buy-sotib oling, explore-bahramand bo`ling
3	Words to make financial benefits	Free-tekin, save-tejang, bargain-arzonlashtirilgan, bonus-bonus, sale-sotuv, low-past
4	Words to create urgency	Only-faqat, quick-tezda, soon-tez orada, hurry-shoshiling, temporary-vaqtincha
5	Words to capture attention	Triumph-yutuq, splendid-g`aroyib, gorgeous-maftunkor, revolutionary - inqilobiy, ultra-ultra
6	Words to demonstrate authority	Expert-mutaxassis, professional-professional, data-ma`lumot, research-izlanish, proven-isbotlangan, test-test, verified-tasdiqlangan
7	Words to make access to the best possible product	Authentic-tabiyy, hand-crafted – qo`l mehnati mahsuli/qo`lda yasalgan, premium-premium, model-model, fresh-yangi
8	Words to engage emotion	Unbelievable- ishonib bo`lmas, miracle-mo`jiza, impactful-katta ta`sirga ega, remarkable-sezilarli, incredible-ajoyib, amazing-g`aroyib, sensational-shovshuvli/hayajonli

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² Soloveva, A.A. Verbalisation of advice in English advertising discourse. Volgograd, News of VGPU, 2007, N-2, 6-10 p

³ Муминова А.А. Ундашни ифодаловчи тил воситаларини ўрганишнинг ўзига хос хусусиятлари // Ўзбекистонда хорижий тиллар. — 2021. — № 4 (39). — С.48-61. <https://doi.org/10.36078/1633676434>

the answer to the problem that was mentioned. Even though they use different words, both ads use a question-and-answer style to give clear and persuasive advice. The English ad focuses on future benefits and how the product fits into a professional life, while the Uzbek ad relies on specific features of the product and explains why those features make it effective. The key is to pick and use words and phrases carefully to create a story that grabs the attention of the people it's meant for and encourages them to act in the way you want. Looking at these language choices gives valuable understanding about how advertising works to persuade people.

For instance, the Uzbek advertisement “*Ajoyib sovg`alarni yutib olishni istaysizmi? Unda Coca Cola xarid qiling va qopqoq ostidan o`z sovg`alaringizni toping*”⁴ (“Do you want to win amazing prizes? Then buy Coca Cola and find your prizes under the cap”) exemplifies this technique. The initial question acts as an invitation, piquing interest and predisposing the consumer to consider the subsequent advice – purchasing Coca Cola. Similarly, the English advertisement “*Do you want a new car? Then consider this your ultimate shopping guide for a new year. Complete Gear Index under for more*”⁵ uses a direct question about a consumer desire as a gateway to promoting a new car shopping guide. By initiating a dialogue, albeit rhetorically, advertisers can circumvent potential resistance and increase the likelihood that the consumer will internalize and act upon the presented advice. Therefore, the strategic deployment of question-based introductions followed by tailored recommendations represents a powerful tool in the arsenal of persuasive advertising techniques.

The question-and-answer advertising strategy leverages a multifaceted linguistic framework to present persuasive advice, varying in the depth of product information or problem resolution offered. This technique often initiates with an interrogative that serves as a rhetorical device, designed to pique audience curiosity and establish relevance, thereby bypassing initial resistance to advertising messaging. The subsequent response then functions as the core advisory element, strategically employing a range of linguistic features to enhance persuasiveness.

The Uzbek commercial “*Nima uchun SOF yogurt? Chunki u konservantlarsiz va tabiiy meva bo`lakchalari bilan*” (“*Why SOF yogurt? Since it contains natural fruit pieces and no preservatives*”)⁶, the first question serves as an anaphoric device, subtly

⁴ <https://www.coca-cola.com/uz/uz>

⁵ <https://www.parents.com//>

⁶ https://youtu.be/HfllfmLMohQ?si=38arl_WCAoj4ABsF

addressing possible consumer concerns regarding the composition of yogurt. The use of "Nima uchun" ("Why") encourages a cognitive interaction and makes the buyer think about the advantages of the product. Positive polarity terms that have strong positive connotations linked to health and naturalness, like "konservantlarsiz" (without preservatives) and "tabiiy meva bo'lakchalari bilan" (with natural fruit pieces), are used in the response. The adjectival modifiers "tabiiy" and "konservantlarsiz" improve the yogurt's perceived quality. As a causal marker, the conjunction "chunki" (because) clearly connects the question to the response and suggests a rational justification for selecting SOF yogurt over rival brands. Overall, the product's features are presented as straightforward answers to consumers' worries regarding artificial additives.

On the other hand, the English commercial *"Are you in charge of social media?"* A different strategy is shown by the statement, *"You will definitely need our social media calendar for your better improvement."*⁷ As a demographic marker, the first question targets a particular professional group and establishes relevance right away. There is a sense of direct address and personalization when the second-person pronoun "you" is used. The response highlights the significance of the product by using the modal auxiliary verb "will" to express a strong sense of necessity and prediction. This feeling of certainty is further supported by the adverb "definitely." As a technical term, "social media calendar" appeals to the target audience's knowledge and offers a tailored solution to meet their work-related requirements. The comparative term "better improvement" appeals to the desire for career advancement and offers observable advantages. "Improvement" is an abstract noun that can refer to a variety of possible beneficial outcomes.

Despite using different language, both ads successfully use the question-and-answer format to provide convincing guidance. Whereas the English ad highlights future advantages and professional relevance, the Uzbek ad depends on specific product attributes and causal reasoning. The secret is to carefully choose and use language elements to craft an engaging story that appeals to the intended audience and inspires the desired behavior. Examining these linguistic decisions offers important insights into the craft of advertising persuasive communication. Certain linguistic elements that improve engagement and persuasion are crucial to the effectiveness of using question-and-answer formats in advertising advice. The purpose of the first

⁷ www.heyorca.com

interrogative statements is to grab the consumer's attention by appealing to their innate curiosity and engrossing them in the advertising story. Selecting the right question is essential; good questions frequently appeal to the wants or fears of the customer, using emotionally charged language to build rapport right away. By evoking positive associations and aspirations, phrases like "new car" or "Ajoyib sovg'alarni" (amazing prizes) prime the audience.

Additionally, the question's syntactic structure matters. By asking direct questions with the second-person pronoun "you," such as "Do you want..." the message feels more compelling and relevant because it creates a sense of personalized address.

Transitional words or phrases, such as "then" or "unda," frequently help to move from question to advice by establishing a logical connection between the suggested course of action and the question that was asked. The implied cause-and-effect relationship is strengthened by this linguistic coherence: action Y is performed because of desire X. In order to give the consumer direct instructions and establish a clear call to action, the advice itself usually makes use of imperative verbs ("Buy Coca-Cola," "Consider this..."). To further increase the advice's perceived worth and desirability, quantifiers (such as "ultimate shopping guide") or intensifiers (such as "amazing prizes") are frequently added. Lastly, the tone (enthusiastic vs. authoritative) and overall register (formal vs. informal) are carefully adjusted to match the target audience and the brand's identity, which further affects the message's persuasive power. Therefore, a careful examination of these linguistic elements demonstrates the complex techniques used to use question-based openings to effectively disseminate advice in advertising.

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