

**MENTAL ENLIGHTENMENT SCIENTIFIC –
METHODOLOGICAL JOURNAL****MENTAL ENLIGHTENMENT SCIENTIFIC –
METHODOLOGICAL JOURNAL**<http://mentaljournal-jspu.uz/index.php/mesmj/index>**COMMUNICATIVE-PRAGMATIC CHARACTERISTICS OF ADVERTISING
DISCOURSE****Shaxnoza Qodirovna Quدراتova***Assistant teacher at KSU**Karshi, Uzbekistan***ABOUT ARTICLE**

Key words: advertising discourse, verbal means, non-verbal communication, multimodality, pragmatonym, psycholinguistics, linguistic analysis, extralinguistic factors, persuasive communication.

Received: 27.02.26**Accepted:** 01.03.26**Published:** 03.03.26

Abstract: Advertising discourse represents a complex communicative phenomenon in which linguistic choices are strategically organized to influence consumer perception and behavior. This study examines the pragmatic foundations of advertising communication, focusing on how cultural values, symbolic meanings, and audience expectations shape message construction and interpretation. Particular attention is given to the role of perlocutionary effects, communicative intention, and audience-oriented strategies that determine the effectiveness of advertising texts. The analysis highlights the interaction between language, cultural symbolism, and pragmatic mechanisms that guide consumer engagement.

Introduction

In contemporary society, advertising has evolved into one of the most influential forms of communication, shaping consumer behavior and public perception on a global scale. Beyond its economic function, advertising operates as a linguistically and culturally structured discourse that relies on carefully designed communicative strategies. The effectiveness of advertising messages depends not only on the transmission of information but also on their pragmatic capacity to influence interpretation, emotion, and action. From a linguistic perspective, advertising discourse reflects the principles of pragmatics, where meaning emerges through interaction between speaker intention, contextual factors, and audience

interpretation. Communicative success is achieved when advertising messages align with the sociocultural expectations, symbolic frameworks, and cognitive patterns of the target audience. Cultural variability plays a crucial role in shaping how symbolic elements are perceived, demonstrating that identical messages may generate different responses across communities.

Materials and methods

Semantic research has gradually expanded scholars' interest toward meaning in use, which in turn paved the way for the emergence of linguopragmatics. Early contributions in this direction were made by Uzbek linguists such as N. Mahmudov, A. Nurmonov, and Sh. Safarov, who laid the theoretical foundations for pragmatic inquiry. In subsequent years, a number of researchers have continued to develop the scientific and theoretical basis of pragmatic analysis through extensive studies and monographic works. In this regard, the research conducted by M. Hakimov, S. Boymirzaeva, D. Lutfullaeva, S. Rahimov, and others deserves particular recognition for advancing pragmatic perspectives in Uzbek linguistics.

The term pragmatics was introduced into scholarly discourse by Charles W. Morris in the 1930s. As an object of linguistic investigation, pragmatics was further explored and elaborated by philosophers and linguists such as Charles Peirce, Georg Klaus, Rudolf Carnap, Ludwig Wittgenstein, William James, and others. The word originates from the Greek *pragma*, meaning "action" or "deed," which reflects its central concern with language as purposeful activity.

Pragmatics is understood as a distinct branch of linguistics that examines how linguistic units are selected and employed in communication, as well as how their use affects participants in interaction. Many layers of meaning inferred from utterances are inseparably connected to speech situations and contextual conditions. These context-dependent meanings, together with the linguistic mechanisms that express them, form the core domain of linguistic pragmatics.

Key concepts within pragmatics include speech acts, non-indicative expressions, context, communicative situations, and the identity and intentions of the speaker. Within a relatively short period, pragmalinguistics has established itself internationally as an independent field with clearly defined objectives, methods, and research areas. Specialized subfields — such as phonopragmatics, morphopragmatics, lexicopragmatics, and phrasopragmatics — have begun to emerge, demonstrating the field's analytical breadth. Although these developments are widely acknowledged in global linguistics, pragmalinguistics in Uzbek scholarship is still in an active stage of formation and conceptual consolidation.

According to M. Hakimov, the strategy of expressing communicative intention constitutes one of the central concerns of linguistic pragmatics. In any act of communication, a

speaker consciously selects linguistic forms that best serve their internal purpose. This principle is equally relevant to advertising discourse, where pragmatic theory functions as a framework for realizing the objectives defined by the advertiser. Within advertising texts, the perlocutionary dimension plays a crucial role by influencing the emotional responses and behavioral tendencies of consumers.

As noted by F. I. Sharkov, all functions of advertising — along with other elements of the marketing mix — ultimately converge on a primary communicative goal: shaping consumer demand and promoting sales. For this reason, examining the communicative-pragmatic orientation of advertising texts represents a significant area of inquiry. N. D. Arutyunova connects pragmatics with broader semiotic and linguistic research, emphasizing that it investigates how linguistic signs operate in speech, including issues related to the speaker, the addressee, interpersonal interaction, and communicative situations.

A defining characteristic of linguistic pragmatics is its effort to identify and systematize principles that ensure successful communication. One of its foundational frameworks is speech act theory, traditionally associated with J. L. Austin. This theoretical perspective is particularly relevant to advertising because many promotional messages are constructed to achieve specific perlocutionary effects — namely, prompting the recipient to respond in a desired way. The pragmatic essence of advertising discourse lies in its capacity to motivate action, and communicative effectiveness depends on how successfully this influence is realized.

Arutyunova further emphasizes that the pragmatic meaning of a speech act is shaped not only by the propositional content but also by contextual factors and, importantly, by characteristics of the recipient. Alignment between communicative parameters and the recipient's worldview, cultural background, and national mentality significantly increases the likelihood of achieving communicative goals. Each communicative act is implicitly oriented toward a particular social model of the audience. Moreover, the consumer plays an active interpretive role by supporting and completing the communicative structure of the speaker's message.

Results and discussion

In advertising communication, the pragmatic potential of language encompasses the entire process linking the textual message and the consumer's interaction with it — from comprehension of product information to the decision to purchase. The formation of pragmatic features in advertiser-consumer interaction depends largely on the audience's interpretive competence and communicative culture. This includes determining whether information is presented through logical persuasion or emotional appeal, establishing the overall tone of

discourse, and selecting linguistic and rhetorical devices appropriate to the communicative context.

In the contemporary global environment, economic and social relations increasingly transcend geographical boundaries. Consumer goods are marketed to diverse populations worldwide, particularly products associated with innovation and convenience, which tend to attract broad attention. Informing potential consumers about a product's existence, advantages, and accessibility has become a central element of modern business strategy, including service industries. Advertising functions as a transnational communicative phenomenon whose reach expands according to consumer demand.

When preparing advertising texts for audiences belonging to different cultural communities, it is essential to consider the target group's mentality, linguistic and cultural norms, religious and secular worldviews, and patterns of everyday language use. A deep understanding of lexical complexity, cultural symbolism, and communicative expectations enables advertisers to craft messages that are both accessible and persuasive across cultural boundaries.

For example, symbolic representations in advertising are interpreted differently across cultures. Elevating the status of cows in an advertising campaign resonates primarily with Hindu audiences, while promoting pork products or casino entertainment is more acceptable in non-Muslim societies. Cultural symbolism also varies: in Russian tradition, the fox may symbolize feminine attractiveness or charm, whereas in Uzbek cultural perception it is more closely associated with cunning or trickery. Such contrasts illustrate that adherence to national and cultural norms significantly determines the effectiveness of advertising communication.

To understand the goals, strategies, and functioning of advertising discourse, it is essential to clarify the concept of advertising itself. In the context of modern economic development, the role of advertising has expanded considerably. Historically, however, advertising neither carried the same economic weight nor demanded the level of investment observed today.

Within the communicative process, an advertising message performs several interrelated functions. It transmits comprehensive information about a product, while allowing consumers interpretive freedom in forming their attitudes. At the same time, it signals the communicator's confidence in the validity of the claims presented. Advertising discourse structures information in a way that guides the recipient's perception toward the intended communicative objective. It may strategically shape or influence consumer interpretation, constructing a conceptual image of the product. Furthermore, advertising encourages the

formation of behavioral models in which the product becomes integrated into everyday life. Credibility is often reinforced through statistical or factual support, while stylistic devices — such as memorable phrasing — help capture attention and temporarily redirect the consumer's focus.

These communicative tasks give rise to a set of pragmatic strategies characteristic of advertising discourse. Such strategies include presenting realistic and concrete product descriptions; expressing evaluative positions transparently; taking into account the social interests, status, and capabilities of the target audience; attracting and sustaining consumer attention; stimulating interest in the product; conveying information through accessible, everyday language; and maintaining brevity to support efficient cognitive processing.

The successful implementation of these strategies depends on the mental, cultural, and social characteristics of the intended audience. This interdependence ultimately shapes the pragmatic and communicative value of advertising, determining how effectively messages resonate within specific sociocultural contexts.

Conclusion

Advertising texts derive their effectiveness from the interplay of verbal and non-verbal elements. Linguistic units deliver explicit content, whereas non-verbal signals enhance emotional and psychological engagement. The successful integration of these elements creates a powerful communicative effect. In this multimodal structure, pragmatonyms occupy a central position, serving both communicative and commercial purposes. As modern advertising continues to evolve, understanding its verbal and non-verbal mechanisms becomes increasingly important for linguistics, marketing, and communication studies.

References:

1. Nurmonov, A. Extralinguistic and Paralinguistic Means in Uzbek Language. Tashkent: Fan, 2005.
2. Stöckl, H. Persuasion in Multimodal Communication. Oxford University Press, 2010.
3. Cook, G. The Discourse of Advertising. Routledge, 2001.
4. Crystal, D. Language and the Internet. Cambridge University Press, 2006.
5. Myers, G. Words in Ads. Edward Arnold, 1994.