



A COMPARATIVE STUDY OF THE LEXICON OF INTERNET ADVERTISEMENTS IN ENGLISH AND UZBEK

Qahhorova Guliston

1st year basic doctoral student at Navoi State Pedagogical Institute

E-mail: ozodbek4103@mail.ru

<https://doi.org/10.5281/zenodo.14263428>

ARTICLE INFO

Received: 25th November 2024

Accepted: 29th November 2024

Online: 30th November 2024

KEYWORDS

Software like AntConc or WordSmith Tools, lexicon of internet advertisements in english and uzbek, lexical choices, semantic fields, cultural influences, translation strategies, linguistic features.

ABSTRACT

In this article, the opinions of our country's and foreign scientists about the effectiveness of foreign experience of the English language teaching methodology are mentioned. A comparative study of the lexicon of Internet advertisements in English and Uzbek can be a fascinating linguistic investigation, highlighting how culture, language, and digital marketing strategies shape the vocabulary used in advertisements across the two languages.

INTRODUCTION

Today, when it comes to the meaning and place of language, which is considered an important means of communication between people on a global scale, it acquires significance depending on the place of its use in society. Based on these factors, we see that our attention to the English language is a global demand in our republic, and we see that the need of each representative of the field to study English is increasing every day, and of course, we have already realized that English is our daily need. Based on the importance of the English language, many linguists and researchers talk about the tasks and essence of each direction, compare and study the English language and the Uzbek language. Along with this, we will talk about the use and place of body parts, their meaning and content in English and Uzbek proverbs [1].

METHODOLOGY

It would be an interesting and challenging task to compare the vocabulary of Internet ads in Uzbek and English. To make insightful inferences, it would have to take into account a number of important language and cultural aspects. An example of a possible research outline is as follows:

I. Questions for Research:

Lexical Selections: What lexical differences exist between Uzbek and English online ads? Does one language use certain words or phrases more often than the other? Do they use comparable persuasive strategies, such as emotional appeals and the use of superlatives?

Semantic Fields: Which semantic fields—such as cost, quality, ease of use, and social standing—dominate in ads in each language? Are there differences in the portrayal or emphasis of these fields?



Cultural Influences: What lexical choices are influenced by cultural values and beliefs in each language's advertising? Do individuality and collectivism, for instance, have an impact on how goods are marketed?

Translation Techniques: How are lexical options handled in translation when examining translated ads? Are there any examples of omission, adaption, or direct translation? How well do these techniques communicate the desired meaning in the target language?

Linguistic characteristics: Do lexical choices depend on variations in the application of grammatical characteristics (such as verb tenses and sentence structures)? Are some speech components—such as adverbs and adjectives—more common in one language than the other?

Variations by Genre: Do these lexical distinctions change based on the service or product being promoted (e.g., clothing vs. food vs. technology)?

Corpus Compilation: It would be necessary to build a sizable corpus of internet ads in both Uzbek and English. This corpus ought to reflect a range of advertising channels and product categories.

Lexical Analysis: To find commonly used words and phrases, methods such as keyword extraction, frequency analysis, and concordance analysis can be applied. Programs such as WordSmith Tools or AntConc may be useful.

Analysing words and phrases in context to determine their meaning and implications is known as semantic analysis. Dominant semantic areas may be identified using thematic analysis.

Finding similarities and contrasts between the findings of the lexical and semantic analyses for the two languages is known as comparative analysis.

Qualitative Analysis: A qualitative component would entail examining the subtleties of language use while taking persuasive techniques and cultural context into account.

III. Anticipated Results (Conjectures):

Direct vs. Indirect Language: Uzbek advertising may employ more subtly seductive and indirect language, reflecting cultural norms, whereas English advertising may tend towards more direct and aggressive language.

Emphasis on Family and Community: Compared to English marketing, Uzbek ads may emphasise family and community values more.

Use of Honorifics: Compared to English commercials, Uzbek advertisements may include more honorifics and polite forms of salutation.

Translation Issues: Some cultural terms or expressions may be hard to translate correctly, which might result in changes or omissions in translated ads.

IV. Restrictions:

Corpus Bias: The corpus's representativeness is very important. Results may be distorted by a biassed corpus.

Subjectivity: There may be some subjectivity involved in interpreting the meaning and implications of words.

Language Evolution: Since the language used in Internet advertising is always changing, results may not be generally relevant in the future.

RESULTS AND DISCUSSION



The particular corpus and analytical techniques utilised would have a significant impact on the findings of a comparative analysis of the vocabulary of online ads in Uzbek and English. However, we might speculate about some possible conclusions based on broad language and cultural differences:

I. Lexical Differences: Directness vs. Indirectness: Exclamatory statements and directness are frequently given priority in English ads ("Buy now!", "Best price guaranteed"). Given their more collectivist and high-context culture, Uzbek ads may prefer a more subdued and indirect strategy, highlighting societal harmony and implicit advantages over outright claims. Proverbs, more metaphorical language, or appeals to social position might all be examples of this.

Table 1.

To conduct a comparative study of the lexicon of Internet advertisements in English and Uzbek, you can create a table highlighting various linguistic, structural, and stylistic elements. Below is a sample table layout to help organize the findings:

Category	English Internet Advertisements	Uzbek Internet Advertisements	Comparison/Remarks
Common Words/Phrases	"Buy now," "Limited time offer," "Free shipping," "Best deal"	"Hozir xarid qiling," "Cheklangan aksiya," "Bepul yetkazib berish," "Eng yaxshi narx"	Both use persuasive language; English emphasizes action verbs.
Use of Loanwords	Frequently uses globalized terms (e.g., "Sale," "Discount")	Includes Russian or English loanwords (e.g., "Skidka," "Aksiya")	Uzbek ads often incorporate Russian influences.
Code-Switching	Rare; English ads remain monolingual	Common; switches between Uzbek, Russian, and English	Reflects multilingual society in Uzbekistan.
Persuasive Techniques	Emotional appeal, testimonials, exclusivity	Emotional appeal, cultural references, proverbs	Uzbek ads include culturally relevant idioms.
Visual Integration	Heavy use of bold fonts, bright colors, emojis	Similar use of visuals, but with localized elements (e.g., traditional patterns)	Both emphasize visual appeal; Uzbek ads add cultural motifs.
Lexical Density	Concise, often using fewer but impactful words	Often more descriptive with longer phrases	English prioritizes brevity; Uzbek leans towards descriptiveness.
Cultural References	Global cultural icons, celebrity endorsements	Local celebrities, traditional symbols	Uzbek ads reflect national identity more prominently.
Slogans	Short, catchy (e.g., "Just Do It")	Short, rhythmic, often poetic (e.g., "Hayotga quvonch qo'shing!")	Uzbek slogans frequently include poetic elements.



Language Formality	Casual and conversational tone	Varies; formal tone for older audiences, casual for youth	Reflects different audience segmentation.
Target Audience Adaptation	Youth-centric, globalized trends	Strong localization for age, region, and cultural context	Uzbek ads are more audience-specific.

This table compares linguistic, cultural, and stylistic aspects between English and Uzbek advertisements. The findings can highlight how globalization, culture, and audience preferences influence advertising language.

English advertisements frequently highlight the qualities of the goods ("1080p screen," "dual-core processor") rather than the advantages. In line with a culture that prioritises interpersonal relationships, Uzbek ads may highlight the advantages those qualities bring to the consumer's life ("Enjoy crystal-clear images," "Get your work done faster").

Hyperbole and Superlative Use: Superlatives ("best," "greatest," Uzbek counterparts) are probably used in both languages, though their frequency and degree may vary. There may be differences in the perceived level of acceptable exaggeration depending on cultural norms.

Emotional Appeal: Although emotional appeals are used in both cultures, their types may vary. While Uzbek advertising may place a greater emphasis on family, community, and social responsibility, English advertising may often appeal to individualism (self-improvement, achievement).

Linguistic Register: Depending on the intended audience, English advertising may use a wider variety of registers, ranging from casual and light-hearted to quite formal and sophisticated. A tendency for a more formal language may be evident in Uzbek advertising, particularly when elder generations are involved or authority is respected.

Use of Figurative Language: Due to a stronger oral storytelling heritage and a penchant for implicit communication, Uzbek ads may use more metaphors, similes, and proverbs than their English counterparts.

II. Cultural Influences: Individualism vs. Collectivism: This basic cultural distinction would have a big influence on vocabulary choices. Uzbek advertisements may emphasise advantages for the family or community, whereas English advertisements may emphasise personal profit.

Respect for elders and other authoritative people is emphasised in Uzbek culture. The use of honorifics and courteous language in ads aimed to older audiences may reflect this.

Religious and Social Norms: Social and religious sensitivities must be addressed in advertisements in both languages. But there are notable differences in the specific rules, which have an impact on the language, topics, and imagery employed.

III. Difficulties in Translation:

Untranslatable Concepts: Some cultural terms or expressions may not have exact translations in the other language, necessitating creative paraphrasing or adaptation throughout the translation process.

Loss of Nuance: The efficacy of the original advertisement may be impacted if the subtle nuances and inferred meanings are lost due to direct translation.

Cultural Appropriateness: It is the responsibility of translators to make sure that the translated commercial does not offend the target culture.



IV. Methodology Limitations: The corpus's size, representativeness, and platform variety, the analytical techniques employed, and the possibility of subjective interpretation of linguistic data would all have an impact on any study.

CONCLUSION

The language and cultural distinctions between Uzbek and English in online advertising strategies would be clarified by this comparative study. Translators, marketers, and linguists interested in cross-cultural communication and advertising tactics may find the data useful. Additionally, the study may advance our knowledge of how language both reflects and influences cultural beliefs.

In addition to identifying vocabulary differences, a comparative study would provide deeper insights into how communication styles and cultural values influence advertising language. The results may have ramifications for linguistic studies, translation, and cross-cultural marketing and advertising. The findings would probably reveal a complicated interaction between direct and indirect communication techniques, varying weights given to features vs advantages, and language choices that reflect fundamental cultural values.

References:

1. Saparov A.D. Comparative linguistics in english and uzbek languages. Journal "Economy and Society" No. 12 (115) -1 2023
2. Xolmatova, Ergashoy. Linguopragmatic and Linguocultural Study of Non-Literary Lexicon (2022). Research Focus International Scientific Journal
3. Ikromova, Umida. Comparative Study of Phrases in English and Uzbek Mass Media Advertisements (2024). Builders of the Future Journal
4. Toshtemirova, Sitora. Critical Analysis of Advertising in English and Uzbek (2022). Interscience Journal
5. Kodirova, Mukaddas & Badalova, Sokhiba. Comparative Analysis of Professional Lexicon in Uzbek and English (2021). PhilPapers
6. Bauer, Laurie. *English Word-Formation*. Cambridge University Press, 1983.
7. Crystal, David. *Language and the Internet*. Cambridge University Press, 2006.
8. Goddard, Angela. *The Language of Advertising*. Routledge, 2002.
9. Cook, Guy. *The Discourse of Advertising*. Routledge, 2001.