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PRAGMATIC CHARACTERISTICS OF ADVERTISING LANGUAGE IN UZBEK MASS MEDIA

Annotation. *This article examines the pragmatic characteristics of advertising language in Uzbek mass media from theoretical and functional perspectives. The study explores how speech acts, implicature, presupposition, and politeness strategies function as persuasive mechanisms in television, print, and digital advertising texts in Uzbekistan. The research is grounded in classical pragmatic theory and Uzbek pragmalinguistic scholarship. A qualitative discourse-analytic method was applied to a corpus of 160 advertisements collected between 2024 and 2025. The findings reveal that Uzbek advertising discourse is predominantly directive in illocutionary force, yet indirectness and positive politeness strategies play a central role in persuasion. Implicature and presupposition are identified as key inferential tools that construct product necessity and consumer desire. The results demonstrate that advertising discourse in Uzbek mass media reflects socio-cultural norms such as collectivism, respect, and family orientation. Pragmatic theory provides an integrated framework for interpreting the persuasive structure of advertising language.*

Keywords: *pragmatics, advertising discourse, Uzbek media, speech acts, implicature, presupposition, politeness strategies, persuasion.*

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O'ZBEK OMMAVIY AXBOROT VOSITALARIDA REKLAMA TILINING PRAGMATIK XUSUSIYATLARI

Annotatsiya. *Ushbu maqolada O'zbekiston ommaviy axborot vositalarida reklama tilining pragmatik xususiyatlari nazariy va funktsional nuqtai nazardan ko'rib chiqiladi. Tadqiqotda nutq harakatlari, implikatura, presuppozitsiya va xushmuomalalik strategiyalari O'zbekistonda televideniya, bosma va raqamli reklama matnlarida qanday qilib ishontirish mexanizmlari sifatida ishlashi o'rganiladi. Tadqiqot klassik pragmatik nazariya va o'zbek pragmalingvistik ilmiy ishlariga asoslangan. 2024 va 2025-yillar oralig'ida to'plangan 160 ta reklamadan iborat to'plamga sifatli diskurs-analitik usul qo'llanildi. Tadqiqot natijalari shuni ko'rsata diki, o'zbek reklama diskursi, asosan, imlo kuchida direktivdir, ammo bilvosita va ijobiy xushmuomalalik strategiyalari ishontirishda markaziy rol o'ynaydi. Implikatura va presuppozitsiya mahsulot zarurati va iste'molchi istagini shakllantiruvchi asosiy xulosa vositalari sifatida aniqlangan. Natijalar shuni ko'rsatadiki, O'zbekiston ommaviy axborot vositalarida reklama diskursi kollektivizm, hurmat va oilaviy yo'nalish kabi ijtimoiy-madaniy normalarni aks ettiradi. Pragmatik nazariya reklama tilining ishontirish tuzilishini talqin qilish uchun yaxlit asos yaratadi.*

Kalit so'zlar: *pragmatika, reklama diskursi, o'zbek ommaviy axborot vositalari, nutq harakatlari, im-plikatura, presuppozitsiya, xushmuomalalik strategiyalari, ishontirish.*

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ПРАГМАТИЧЕСКИЕ ХАРАКТЕРИСТИКИ РЕКЛАМНОГО ЯЗЫКА В УЗБЕКСКИХ СРЕДСТВАХ МАССОВОЙ ИНФОРМАЦИИ

Аннотация. *В данной статье рассматриваются прагматические характеристики рекламного языка в узбекских средствах массовой информации с теоретической и функциональной точек зрения. Исследование изучает, как речевые акты, импликатура, пресуппозиция и стратегии вежливости функционируют как механизмы убеждения в телевизионных, печатных и цифровых рекламных текстах в Узбекистане. Исследование основано на классической прагматической теории и узбекской прагмалингвистике. Для анализа был применен качественный дискурсивно-аналитический метод к корпусу из 160 рекламных объявлений, собранных в период с 2024 по 2025 год. Результаты показывают, что узбекский рекламный дискурс преимущественно директивный по иллокутивной силе, однако косвенность и позитивные стратегии вежливости играют центральную роль в убеждении. Импликатура и пресуппозиция определены как ключевые инструменты вывода, формирующие потребность в продукте и желание потребителя. Результаты демонстрируют, что рекламный дискурс в узбекских средствах массовой информации отражает социокультурные нормы, такие как коллективизм, уважение и семейная ориентация. Прагматическая теория предоставляет комплексную основу для интерпретации структуры убеждения в рекламном языке.*

Ключевые слова: *прагматика, рекламный дискурс, узбекские СМИ, речевые акты, импликатура, пресуппозиция, стратегии вежливости, убеждение.*

Introduction. Advertising language represents a specialized form of media discourse whose primary goal is persuasion. Unlike neutral informational texts, advertisements aim to influence attitudes and behaviors. Structural linguistic analysis alone cannot explain this persuasive power; therefore, a pragmatic approach is necessary.

According to Levinson, pragmatics studies the relationship between language and context, focusing on inferred meaning rather than literal expression[1]. In advertising discourse, persuasive force often depends on what is implied rather than on what is explicitly stated.

Similarly, George Yule defines pragmatics as the study of speaker meaning and contextual interpretation.[2] Advertising texts encode communicative intention strategically, expecting the audience to infer hidden meanings.

Uzbek mass media have experienced rapid commercialization and digital expansion in recent decades. However, despite the growth of advertising discourse, pragmatic analyses of Uzbek advertising language remain limited. This study aims to analyze the pragmatic mechanisms underlying advertising discourse in Uzbek media and to determine how they reflect socio-cultural norms.

Literature review. The theoretical foundations of this study are rooted in classical pragmatic theory. J.L.Austin introduced the Speech Act Theory in How to Do Things with Words[3], where he differentiated between locutionary, illocutionary, and perlocutionary acts. In the context of advertising discourse, the primary focus is on achieving perlocutionary effects that motivate consumer action.

Austin's concepts were further developed by John Searle, who categorized speech acts into five types: representatives, directives, commissives, expressives, and declarations.[4] Advertising discourse is primarily directive in nature, although it often employs indirect expressions.

Another significant contribution to this field comes from H. P. Grice, who proposed the Cooperative Principle and conversational maxims[5]. Advertisements often intentionally violate the maxims of Quantity and Quality to create implicatures.

Stephen C.Levinson[6] and George Yule[7] have elaborated presupposition theory. Presuppositions function as background assumptions embedded within discourse and are rarely questioned by listeners.

Politeness theory, developed by Penelope Brown and Stephen C.Levinson, emphasizes the concepts of positive and negative face[8] Positive politeness strategies are especially relevant for advertising discourse in collectivist cultures.

In Uzbek linguistics, Sh. Safarov highlights that pragmatic meaning is culturally conditioned[9]. Uzbek communicative norms emphasize respect and indirectness, which influence advertising language.

Research methodology. This study employs a qualitative pragmatic analysis to examine the pragmatic characteristics of advertising language in Uzbek mass media. The research is theoretically grounded in speech act theory, implicature theory, presupposition theory, and politeness theory. The analysis of communicative intention is based on John L. Austin's distinction between locutionary, illocutionary, and perlocutionary acts[10]. Illocutionary force classification follows John R.Searle.[11]

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[9] Safarov Sh. Pragmalingvistika asoslari. Toshkent, "Fan", 2008, pp. 42–58.
[10] John L. Austin. How to Do Things with Words, Oxford. Oxford University Press, 1962, pp. 94–107.
[11] John R. Searle. Speech Acts: An Essay in the Philosophy of Language, Cambridge: Cambridge University Press, 1969, pp. 23–42.

Implicatures were identified according to H.Paul Grice's Cooperative Principle and conversational maxims[1]. Presupposition triggers were analyzed following Stephen C.Levinson.[2] Politeness strategies were examined using the framework of Penelope Brown and Stephen C.Levinson[3].

The corpus consists of 200 advertising texts collected from Uzbek television, online media, and social networks (2022–2025). The data were analyzed in four stages: (1) identification of speech acts, (2) detection of implicatures, (3) analysis of presuppositions, and (4) classification of politeness strategies.

Result. The analysis of 200 advertising texts from Uzbek mass media (2022–2025) revealed systematic pragmatic patterns that characterize advertising discourse as strategically persuasive and culturally embedded.

The findings show that 68% of the analyzed advertisements contain directive speech acts, either in direct or indirect form. Imperative constructions such as "Buy now," "Choose quality," and their Uzbek equivalents were common. However, a significant proportion of directives were mitigated through interrogative or sug-gestive forms.

This confirms John R.Searle's classification of directives as attempts to get the hearer to do something[4]. The results also reflect John L.Austin's view that the persuasive power of utterances lies in their illocutionary force.[5]

From a national perspective, Nodira Mahmudova notes that communicative intention in Uzbek discourse often manifests indirectly through pragmatic cues[6], which corresponds to the softened directive strategies identified in this study.

Discussion. The findings of this study demonstrate that advertising language in Uzbek mass media functions as a strategically constructed pragmatic system rather than a purely informative discourse. The dominance of directive speech acts confirms that advertising is primarily action-oriented and aims to influence consumer behavior.

According to John R.Searle, directives are illocutionary acts intended to make the hearer act[7]. The prevalence of softened imperatives and indirect constructions in Uzbek advertising suggests that persuasion operates not through direct command, but through mitigated illocutionary force. This observation aligns with John L.Austin's claim that the effectiveness of speech depends on its illocutionary and perlocutionary dimensions[8].

Shavkat Rahmatullayev emphasizes that meaning in Uzbek discourse is often realized not only through lexical-semantic units but also through contextual and communicative intention[9]. This observation supports the current study's claim that advertising language relies heavily on pragmatic inference rather than explicit propositional meaning.

Presuppositions were also identified as a powerful persuasive mechanism. By presenting product necessity or consumer desire as already established facts, advertisements reduce cognitive resistance. This corresponds to Stephen C.Levinson's explanation of presupposition as backgrounded information that remains unquestioned in discourse.[10] The implicit framing of assumptions strengthens ideological positioning within advertising discourse.

Nodira Mahmudova argues that pragmatic factors such as speaker intention, addressee orientation, and socio-cultural norms play a decisive role in shaping Uzbek public discourse[11]. Her analysis confirms that communicative strategies in Uzbek texts are culturally conditioned, which corresponds with the present findings regarding collectivist politeness strategies in advertising language.

Overall, the results confirm that pragmatic mechanisms operate as central tools of persuasion in advertising communication.

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Conclusion. This study has examined the pragmatic characteristics of advertising language in Uzbek mass media from a conceptual and functional perspective. The findings demonstrate that advertising discourse is fundamentally pragmatic in nature and cannot be fully understood without reference to speech act theory, implicature, presupposition, and politeness strategies.

The predominance of directive speech acts confirms that advertising is structured around influencing behavior rather than merely transmitting information. However, the preference for indirect and softened forms indicates that persuasion is strategically moderated through pragmatic mitigation.

The high frequency of implicatures shows that meaning in advertising is often constructed inferentially. By exploiting conversational maxims, advertisers guide audience interpretation while avoiding explicit claims. Presuppositions function as cognitive shortcuts, presenting assumptions as given realities and thereby strengthening persuasive impact.

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