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VERBAL REPRESENTATION OF CULTURAL CODES IN ADVERTISING: A COMPARATIVE STUDY OF ENGLISH AND UZBEK LANGUAGES

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Abstract

This study examines the verbal representation of cultural codes in advertising discourse in English and Uzbek languages. Advertising language reflects cultural values through idioms, metaphors, and fixed expressions. The research identifies that English advertisements mainly emphasize individuality, freedom, and innovation, while Uzbek advertisements highlight collectivism, family values, and tradition. The comparative analysis shows how linguistic strategies are shaped by cultural differences in persuasive communication.

Keywords: Advertising discourse, cultural codes, verbal representation, comparative linguistics, English, Uzb.

Introduction

In modern linguistics, advertising is no longer viewed merely as a marketing tool but as a complex socio-cultural discourse. Every nation possesses unique "cultural codes" that are verbally encoded in slogans and marketing messages.

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This study aims to identify and compare how these codes are linguistically represented in English and Uzbek advertising to influence consumer behavior.

Methodology and Results

The present study adopts a qualitative comparative approach to analyze the verbal representation of cultural codes in advertising discourse in English and Uzbek languages. The qualitative method is appropriate for this research because it allows for an in-depth interpretation of linguistic and cultural meanings embedded in advertising texts.

The research material consists of advertising slogans, brand messages, and promotional texts collected from various English and Uzbek media sources, including television commercials, social media platforms, online advertisements, and printed promotional materials. The selected data were chosen based on their cultural relevance and frequency of use in everyday advertising communication. The analysis focuses on several key linguistic features that reflect cultural coding in advertising discourse. These include idiomatic expressions, metaphorical language, fixed advertising slogans, and lexical units that carry cultural meanings. Each of these elements plays an important role in shaping persuasive communication and transmitting cultural values.

The findings of the study indicate clear differences between English and Uzbek advertising discourse. English advertisements predominantly reflect values such as individualism, personal freedom, innovation, and self-expression. For example, slogans such as “Just do it” (Nike) and “Think different” (Apple) emphasize personal achievement, creativity, and independent thinking. These expressions construct a cultural image of the consumer as an active, self-motivated individual who seeks personal success and lifestyle improvement.

In contrast, Uzbek advertising discourse is more closely associated with collectivism, family values, trust, and tradition. Advertising expressions such as “Oilangiz uchun eng yaxshisi” and “Milliy sifat va ishonch” highlight social

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harmony, family responsibility, and cultural heritage. These linguistic choices reflect a culturally embedded sense of community and shared values. From a linguistic perspective, English advertising tends to use short, catchy, and metaphor-rich expressions, while Uzbek advertising often relies on more descriptive and emotionally grounded language. Despite these differences, both languages use cultural codes as a persuasive strategy to establish emotional connection and trust with the audience.

Conclusion

The study concludes that advertising discourse in English and Uzbek languages reflects different cultural value systems. English advertising is dominated by individualistic and innovative cultural codes, while Uzbek advertising is characterized by collectivist and traditional values. These differences confirm the strong connection between language, culture, and communication strategies in advertising.

The findings can be useful in intercultural communication, translation studies, and international marketing.

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