

**LANGUAGE GAME IN ADVERTISING DISCOURSE: BASED ON
ENGLISH AND UZBEK LANGUAGE ADVERTISING**

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Abstract:

Language plays a crucial role in advertising by shaping consumer perception and engagement. One of the most effective linguistic strategies employed in advertising discourse is the "language game," which involves wordplay, puns, metaphors, and other rhetorical devices to capture audience attention. This paper explores the use of the language game in English and Uzbek advertisements, highlighting similarities and differences. The study integrates insights from linguists and marketing experts to analyze how language manipulation enhances the persuasiveness of advertisements.

Keywords: language game, advertising discourse, English, Uzbek, wordplay, persuasion

Аннотация:

Язык играет важнейшую роль в рекламе, формируя восприятие и вовлечённость потребителей. Одной из самых эффективных лингвистических стратегий, применяемых в рекламном дискурсе, является «языковая игра», которая включает в себя игру слов, каламбуры, метафоры и другие риторические приёмы для привлечения внимания аудитории. В данной статье рассматривается использование языковой игры в английской и узбекской рекламе, подчёркиваются сходства и различия. Исследование включает мнения лингвистов и специалистов по маркетингу, чтобы проанализировать, как манипуляции с языком усиливают убедительность рекламы.
Ключевые слова: языковая игра, рекламный дискурс, английский язык, узбекский язык, игра слов, убеждение.

Annotatsiya:

Reklamada til iste'molchilarning qarashi va jalb etilishiga ta'sir ko'rsatish orqali muhim rol o'ynaydi. Reklama diskursida qo'llaniladigan eng samarali lingvistik strategiyalardan biri bu — "til o'yini" bo'lib, u so'z o'yini, kinoya, metafora va boshqa ritorik vositalarni o'z ichiga oladi va auditoriyaning e'tiborini jalb etishga xizmat qiladi. Ushbu maqolada ingliz va o'zbek tillaridagi reklamalarda til o'yinidan

foydalanish holatlari tahlil qilinadi, ularning o'xshash va farqli jihatlari yoritiladi. Tadqiqot lingvistlar va marketing mutaxassislarining fikrlari asosida olib borilib, tildan foydalanish reklamalarni qanday qilib ishonarliroq qilishiga e'tibor qaratadi.

Kalit so'zlar: til o'yini, reklama diskursi, ingliz tili, o'zbek tili, so'z o'yini, ishontirish.

Introduction:

Advertising discourse is a powerful medium through which businesses communicate their messages to consumers. It employs various linguistic techniques to make advertisements more appealing, memorable, and persuasive. Among these techniques, the language game plays a pivotal role in engaging audiences and influencing their purchasing decisions. This study aims to examine the linguistic features of the language game in English and Uzbek advertisements, drawing on theoretical perspectives from renowned linguists and advertising researchers.

The concept of the language game was first introduced by Ludwig Wittgenstein who emphasized that meaning in language arises from its use in specific social contexts. In advertising, language is manipulated creatively to evoke emotions, create brand identity, and reinforce consumer engagement.[1:107] According to Roman Jakobson, the poetic function of language is essential in advertising, as it emphasizes the form and aesthetics of the message [2:350]. Similarly, Guy Cook highlights that advertising discourse relies on linguistic playfulness to enhance memorability and impact.[3:9]

The Role of Language Game in English Advertisements English advertisements frequently employ puns, alliteration, rhymes, and intertextual references to create engaging and persuasive messages. For example, McQuarrie and Mick emphasize that rhetorical figures such as metaphor and irony contribute to the effectiveness of advertising language. Examples include slogans like "Have a Break, Have a Kit Kat" and "Finger-Lickin' Good" (KFC), which use phonetic and semantic play to enhance brand recall. [4:22]

The Role of Language Game in Uzbek Advertisements Uzbek advertisements also incorporate language games, but their stylistic and cultural elements differ due to linguistic and societal factors. Uzbek advertising often utilizes poetic expressions, proverbs, and wordplay rooted in traditional oral literature. Scholars such as T. Mahmudov argue that Uzbek advertising discourse is heavily influenced by cultural idioms and national identity. For instance, brands use rhyming and metaphorical

language to establish trust and relatability, such as "Toza suv – hayot manbai" (Clean water is the source of life), which integrates poetic and persuasive elements [5.14]. **Comparative Analysis of English and Uzbek Advertisements** While both English and Uzbek advertisements employ the language game, their approaches differ in terms of linguistic structures and cultural contexts. English advertisements often prioritize humor, intertextuality, and phonetic playfulness, whereas Uzbek advertisements rely on traditional poetic devices and culturally resonant expressions. Cultural familiarity enhances the effectiveness of advertising messages, reinforcing the need for culturally adaptive strategies in global marketing.

Conclusion:

The study highlights that the language game is a vital component of advertising discourse in both English and Uzbek contexts. Despite differences in linguistic and cultural strategies, the fundamental goal remains the same: to attract consumer attention and influence purchasing behavior. Future research could explore the impact of digital media on language games in advertising and the role of globalization in shaping linguistic trends.

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