

МЕДИЦИНА, ПЕДАГОГИКА И ТЕХНОЛОГИЯ: ТЕОРИЯ И ПРАКТИКА

Volume 1, Issue 1, September 15

Similar aspects of advertising texts in Uzbek and English languages

Amonova Munavvar Akmal qizi

Uzbekistan State University of World Languages

Linguistics (English) 2nd stage student

email: munavvaramonova25@gmail.com

ABSTRACT

This article is analyzed considering the similar aspects of Uzbek and English texts. In addition, in this article we will consider examples of advertising texts in Uzbek and English and talk about them. [1]

Keywords: *advertising texts, English language, Uzbek language, using visual information*

Сходные аспекты рекламных текстов на узбекском и английском языках

АННОТАЦИЯ

Данная статья анализируется с учетом сходства узбекских и английских текстов. Кроме того, в этой статье мы рассмотрим примеры рекламных текстов на узбекском и английском языках и поговорим о них. [1]

Ключевые слова: *рекламные тексты, английский язык, узбекский язык, использование визуальной информации*

INTRODUCTION

Advertising texts are messages or content created to promote a product, service or brand to a target audience. These texts can be in different forms such as print, digital media or video advertising. The purpose of advertising text is to attract the attention of potential customers, present the benefits of the product and persuade them to buy or engage with the brand. Effective ad copy is usually creative, visually appealing, and strategically placed to attract the desired audience. Uzbek and English advertising texts have similar aspects in terms of their purpose, target audience and persuasive techniques. First, both languages use advertising as a means of promoting products or services to potential customers. The ultimate goal is to convince people to buy and consume a particular product or service. Second, there are some factors that advertisers take into account in both languages when creating their text, such as the interests, lifestyles, and purchasing patterns of the target audience. Advertisements in Uzbek and English are designed to attract certain groups of people and satisfy their needs and desires. Finally, advertising texts in both languages use persuasive techniques to motivate people to take action.

МЕДИЦИНА, ПЕДАГОГИКА И ТЕХНОЛОГИЯ: ТЕОРИЯ И ПРАКТИКА

Volume 1, Issue 1, September 15

This may include the use of persuasive language, persuasive imagery, and various emotional appeals. In general, Uzbek and English advertising texts have some common characteristics in terms of language, audience, and persuasive methods, which makes it important for advertisers to understand their target audience and craft their message accordingly.

ANALYSIS OF LITERATURE AND METHODOLOGY

Another similarity that can be seen in Uzbek and English advertising texts is the use of catchy slogans or slogans. These phrases are memorable and help reinforce the advertising message in the minds of the target audience. For example, in Uzbekistan, the slogan "Create for a great future" is aimed at awakening people's desire for success and success in various advertisements. Similarly, in English-speaking countries, companies often use short and catchy slogans such as Nike's "Just Do It" or McDonald's "I'm Lovin' It" to create a memorable association with their brand. Another similarity is the appeal to emotions in advertising. Uzbek and English advertising texts use emotional appeals to connect with the audience and persuade them to buy. This may include showing how a product or service can improve the user's life, or using color and imagery to create an overall emotional impression. In both languages, advertising relies on the emotions of the audience to persuade them to buy a product or service. These are additional similarities between the Uzbek and English advertising texts. By understanding these similarities, advertisers can create more effective and culturally relevant ads that resonate with their target audience. Although there may be some linguistic and cultural differences between Uzbek and English advertising texts, there are similarities in structure and purpose. In both languages, advertising texts aim to persuade potential customers to buy a product or service by emphasizing its advantages and unique selling points. They also often use language that evokes the audience's emotions, such as using strong adjectives to describe a product or service in a positive way. In addition, catchy slogans or slogans are often used in Uzbek and English advertising texts to increase brand recognition and brand identity. They can also use marketing techniques such as creating engaging visual content or using influencer marketing to reach their target audience.

DISCUSS

Advertising texts in Uzbek and English have similarities in terms of using convincing language, focusing on the benefits of the product or service, and

МЕДИЦИНА, ПЕДАГОГИКА И ТЕХНОЛОГИЯ: ТЕОРИЯ И ПРАКТИКА

Volume 1, Issue 1, September 15

addressing the target audience. However, there may also be differences due to cultural and linguistic nuances. Uzbek advertising texts can use traditional or formal language, while English advertising texts can be more creative or humorous. In addition, the values and preferences of the target audience may differ, which may affect the tone and style of the advertising text. Uzbek and English advertising texts aim to influence consumers to make a purchase or take a desired action. In addition to the above-mentioned similarities in persuasive language and interest-oriented writing, there are several other similarities between Uzbek and English advertising texts. These similarities include:

1. Attention-grabbing headlines: In Uzbek and English advertising texts, attention-grabbing headlines are used to attract the reader's attention and encourage them to read more.

2. Emphasis on quality: Advertisements in both languages often emphasize the quality and reliability of the product or service, instilling a sense of trust and security in the consumer.

3. Use of visual aids: Uzbek and English advertisements often use visuals to improve the message and make it more effective. This can include a picture, video or animation.

4. Call-to-action: Both languages often use a clear call-to-action that prompts the consumer to take action, such as visiting a website, making a purchase, or contacting a company.

Another similarity between Uzbek and English advertising texts is emotional appeal. Both languages use emotive language and stories to connect with the reader and evoke an emotional response. This may involve capturing the reader's wants, fears or aspirations and showing how the product or service can help them to come true. In addition, testimonials or testimonials from satisfied customers can be used to build trust and confidence in Uzbek and English advertising texts. Social proof is a powerful persuasive technique used in advertising around the world. Finally, both languages use simple and clear language that is easy for the reader to understand. This makes the message more accessible and helps avoid confusion, especially where technical terms are involved. Clarity and simplicity are key components of effective advertising in any language.

CONCLUSION

One of the interesting similarities between Uzbek and English advertising texts is the use of humor to connect with the audience. Both languages have a rich

МЕДИЦИНА, ПЕДАГОГИКА И ТЕХНОЛОГИЯ: ТЕОРИЯ И ПРАКТИКА

Volume 1, Issue 1, September 15

tradition of humor and wit, and advertisers in both cultures often use humor to make their messages memorable and engaging. For example, a company selling a new type of car might create an ad that pokes fun at common stereotypes about bad driving habits, using a humorous approach to draw attention to the car's impressive safety features. By appealing to the audience's sense of humor, the advertiser is able to create a more positive association with the product, which can increase brand loyalty and ultimately increase sales. Overall, the use of humor in advertising is a powerful tool that can be used to connect with the audience and make the message more engaging and memorable. Examples of similarities in advertising texts:

1. Using catchy slogans to grab your audience's attention
2. Emphasize the unique benefits or features of the advertised product or service
3. Establish an emotional connection with the audience by presenting relatable scenarios or experiences
4. Using persuasive language and tone to encourage your audience to take action or make a purchase
5. Consistent branding and messaging across various advertising platforms and mediums.

REFERENCES

1. <https://studylib.ru/doc/6253989/kurs-ishi>
2. <https://uz.bornpottytrained.com/1229-templates-examples-of-good-advertising-or-how-to-mak.html>
3. <https://uz.unistica.com/tashqi-reklama-afzalliklar-va-kamchiliklar/>
4. <https://uz.warbletoncouncil.org/texto-publicitario-14829>
5. https://www.oriens.uz/media/journalarticles/23_Kudratova_Shahnoza_Kadirovna_188-191.pdf
6. <http://samxorfil.uz/maqola/reklama-matnlarining-oziga-xos-xususiyatlari-haqida--ayrim-mulohazalar>