

PRAGMATIC FEATURES OF UZBEK AND ENGLISH ADVERTISING SLOGANS

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Abstract: This article examines the pragmatic characteristics of advertising slogans in English and Uzbek, focusing on linguistic and communicative strategies that influence consumer behavior. Through a qualitative methodology incorporating comparative and content analysis, the study categorizes slogans based on speech act theory (Austin, Searle) and Gricean maxims. The findings reveal that English slogans often highlight innovation and individuality, while Uzbek slogans reflect cultural values and communal sentiments, both effectively resonating with their target audiences.

Keywords: advertising slogans, pragmatics, speech act theory, Gricean maxims.

Introduction

Pragmatics, a crucial branch of linguistics, studies language use in context, analyzing how speakers convey meaning beyond literal interpretation. Pragmatic theories, including speech act theory and Gricean maxims, play a fundamental role in advertising by ensuring slogans effectively engage and persuade audiences.

Speech act theory, introduced by J.L. Austin and further developed by J.R. Searle, classifies speech acts into assertives, directives, expressives, commissives, and declaratives. Advertising slogans frequently employ these speech acts to create impactful brand messages.

1. Directive Speech Acts

In directive speech acts, the speaker imposes an obligation on the listener to perform a certain task, with both parties typically engaged in face-to-face communication. Examples include commanding, assigning tasks, or making requests. Examples:

"Love your curves" (Zara) encourages self-appreciation.

"Obey your thirst" (Sprite) prompts immediate action to drink.

"O'zing tanla" (Make your choice) (Strobar) emphasizes consumer autonomy.

2. Expressive Speech Acts

Expressive speech acts reflect psychological processes between the speaker and the listener, such as apologizing, complaining, praising, expressing admiration, sorrow, or congratulations. Examples:

"Find your greatness" (Nike) inspires self-empowerment.

"Because you're worth it" (L'Oréal) boosts self-esteem.

"Oilangiz ko'ngliga oson yo'l toping" (Find an easy way to your family's heart!) (Goodwell) conveys warmth and care.

3. Assertive Speech Acts

Assertive speech acts affirm truth, convey factual information, and seek to persuade listeners of the validity of the conveyed message.

"Nothing is impossible" (Adidas) promotes motivation.

"Yonginangizdagi oziq-ovqatlar" (Groceries close to you) (Makro) emphasizes accessibility.

"Tanlov sen tomonda" (The choice is yours) (Strobar) reinforces consumer independence.

4. Commissive Speech Acts

Commissive speech acts involve commitments by the speaker to perform a specific action in the future. These acts include promises, guarantees, or refusals, where the speaker conveys their obligation or willingness to fulfill a task.

"Melts in your mouth, not in your hand" (M&M's) guarantees product quality.

"You're in good hands" (Allstate Insurance) ensures reliability.

"Oilaviy baxtli hayot biz bilan" (A happy family life with us) (Goodwell) promises positive experiences.

5. Declarative Speech Acts

Declarative speech acts change the reality they describe, such as announcing or declaring something official.

"The happiest place on Earth" (Disneyland) positions itself as a joyful destination. *"Endi O'zbekistonning har burchagida mobil internet mavjud!"* (Now, mobile internet is available in every corner of Uzbekistan!) (Oq Mobile Operator) announces widespread service.

Gricean Maxims and Advertising

H. Grice is one of the scholars who systematically justified the necessity of studying the effectiveness of linguistic interaction in pragmatics. In his lectures at Harvard in 1967, Grice emphasized that linguistic interaction can only be effective when it adheres to rational and universally accepted principles. According to Grice, the principle of cooperation forms the foundation of communicative activity. This general principle is defined as follows: "Your contribution to the conversation at this stage should meet the demands of the communicative purpose and situation" (Grice, 1975).

H.P. Grice's cooperative principle states that effective communication relies on adherence to four maxims:

1. **Quantity** – Provide adequate but not excessive information.
2. **Quality** – Ensure truthfulness and reliability.
3. **Relevance** – Stay on topic and avoid unnecessary details.
4. **Manner** – Be clear, concise, and unambiguous.

Examples:

"Unlike me, my Rolex never needs a rest" (Rolex) subtly flouts the quality maxim, implying longevity.

"The only sound you'll hear is praise" (Lexus) indirectly highlights a car's quiet operation.

"A diamond is forever" (De Beers) adheres to the quality maxim by asserting the durability of diamonds.

Conclusion

Advertising slogans function as powerful linguistic tools that engage audiences through carefully crafted speech acts and pragmatic principles. By integrating linguistic brevity with emotional and rational appeals, effective slogans foster brand

recognition, consumer trust, and cultural adaptability. Understanding these pragmatic features enhances marketing strategies, bridging linguistic and cultural divides in global and local advertising contexts.

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