

Comparative Analysis Of Advertising Texts In Russian And Uzbek Languages

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Abstract: This article is devoted to the analysis of linguistic means used in advertising texts aimed at a female audience in the Russian and Uzbek languages. It examines phonetic, lexical, morphological, and syntactic features of advertising discourse. Special attention is paid to the use of emotionally colored vocabulary, stylistic devices, borrowings, and gender stereotypes. The comparative analysis reveals both similarities and differences in language influence strategies in the two compared languages. The study emphasizes the importance of a comprehensive approach to analyzing advertising texts as a tool for shaping consumer behavior and influencing the target audience.

Keywords: Advertising, female audience, linguistic means, emotional vocabulary, phonetics, borrowings, gender stereotypes, Russian language, Uzbek language, stylistic devices.

Introduction: In today's world, "gender medicine" is steadily gaining ground, offering a personalized approach to disease treatment and prevention that takes into account not only anatomical features but also hormonal and psychological factors determined by gender. However, this area of medicine poses a number of challenges for advertising creators. How can one convey information about gender-specific diseases and their treatment methods correctly and delicately? How can one strike a balance between informativeness and sensitivity?

It is important to understand that the perception of topics related to the intimate sphere in Uzbekistan, where Islamic traditions are strong, differs fundamentally from that of the West. Open discussion of such topics — and even more so, broadcasting commercials related to hygiene, pharmaceuticals, or medical services — can be perceived ambiguously. During the Soviet period, access to such information was limited, forming a "culture of silence" around women's hygiene issues. Women often had to deal with such problems independently, experiencing discomfort and embarrassment.

Meanwhile, since the mid-20th century, many developed countries have actively advertised feminine

hygiene products, which contributed to open discussions and destigmatization. Today, the advertising industry for hygiene products has reached significant heights. Modern commercials skillfully position products such as sanitary pads, tampons, wet wipes, and pharmaceuticals.

Examples:

- "Always — Show your confidence here and now!" — conveys strong self-assurance; imperative form encouraging action.
- "Always guarantees complete freedom of movement." — neutral narrative emphasizing comfort.
- "Always — So thin you won't believe it!" — exclamatory sentence highlighting invisibility and trust.
- "Always — Created for a feeling of protection and nothing more." — neutral, reassuring tone.
- "Always — Let's talk about periods openly! Get free expert advice at Devchat.ru!" — call for open dialogue; imperative with emotional tone.
- "Always — Confident in protection, confident in yourself! Keep playing like a girl!" — motivating slogan promoting self-esteem.

Other examples:

Tampax:

- “Tampax Pearl — Incredible softness, invisible protection.”
- “Tampax — Freedom in motion.”

U by Kotex:

- “Your comfort. Your confidence.”
- “Invisible protection. Incredible comfort.”

The analysis of the target audience highlights the need to understand consumer values to create resonant advertising texts. Skillful use of stylistic devices (metaphors, epithets, rhetorical questions) enhances attractiveness. Emotionally engaging advertisements are more successful. However, in Uzbekistan, open discussion of hygiene topics in the Uzbek language still causes embarrassment.

Gender and Medical Topics

Menopause remains another taboo topic. Pharmaceutical companies offer solutions, but public discussion — especially in Uzbekistan — is still limited.

Examples:

- “Klimadinon — Preserve your health and beauty.”
- “Klimadion Suyak to‘qimasini va ayol terisining yaxshi saqlanishiga ijobiy ta’sir ko‘rsatadi...” — focuses on beauty and well-being, without directly addressing symptoms.

Infertility is also heavily stigmatized in both Russian and Uzbek cultures, bringing social pressure and even family breakdowns. However, medical progress now offers solutions such as IVF, giving many couples hope. Yet, moral and religious views often remain barriers.

Vitiligo — a skin depigmentation disorder — was historically stigmatized. Today, innovative treatments and optimistic advertising campaigns seek to change public perception.

Examples:

- “VitiligoClinic — Innovative method of vitiligo treatment.”
- “Nano Metalin Lotion for Vitiligo.”

Uzbek examples:

- “Placenta extract gel — Vitiligo (oq dog‘lar) uchun maxsus vosita...” — emphasizes natural ingredients and visible results.
- “Nano Metalin — New protection from white spots. Non-surgical treatment.”

Advertising of Male Health Products

Analysis shows that Russian-language advertisements pay more attention to male health and intimate issues,

while such ads in Uzbek are rare due to cultural constraints.

Russian examples:

- “Dapoxetine-S3 — Treatment of premature ejaculation.”
- “Tadalafil-S3 — Eliminates erectile dysfunction.”
- “Sinegra — Remedy for impotence.”
- “Impaza — Treatment of erectile dysfunction.”

In Western countries, sex education begins early, supported by open advertising of contraceptives, helping prevent unwanted pregnancies and STDs (HIV/AIDS, syphilis, etc.). In contrast, in Uzbekistan and Russia, contraception remains a taboo subject. TV advertising of contraceptives is banned, and medical information is distributed mostly via social media or doctors’ channels.

Comparative analysis:

- Information access: Broader in Western countries.
- Advertising: Allowed on TV in the West, banned in Uzbekistan and Russia.
- Information dissemination: More open in the West, restricted in Central Asia and Russia.

Consequences:

- Higher rates of unwanted pregnancies.
- Higher incidence of STDs.

Sentence Structure and Language Means

Russian:

Mainly uses simple declarative sentences focusing on product characteristics (“Durex Elite with extra lubricant”).

Uzbek:

Uses both declarative and exclamatory forms, creating emotional appeal (“Eskapel — Levonor gastrel...!”).

Language Means:

- Russian: Uses metaphors, wordplay, and humor (“resurrecting the dead,” “feel everything”).
- Uzbek: Emphasizes technical and medical terminology to highlight product effectiveness.

Target Audience:

- Russian ads: Often aimed at younger audiences, employing slang and humor.
- Uzbek ads: Aim at a broader audience, using respectful, neutral language.

Cultural Features:

- Russian: More open, tolerant of sexual themes.
- Uzbek: Conservative, respectful tone due to cultural and religious norms.

Linguocultural and Sociolinguistic Aspects

Russian:

Advertising texts often use metaphors, puns, and humor, creating a light and engaging tone.

Uzbek:

Texts are more restrained and informative, focusing on practical benefits.

Sociolinguistic Features:

Russian texts target younger audiences; Uzbek texts — a wider demographic with formal language.

The study shows that medical vocabulary in Russian and Uzbek advertising shares common features — informativeness and terminology — but differs in expressiveness and cultural adaptation. These distinctions are shaped by mentality, age, social class, and education level of the target audience.

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