

Distinctive Features Of Advertising Discourse

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Abstract: This article demonstrates, through scholarly analysis, that advertising has become not only a means of transmitting information about goods and services, but also a powerful force shaping societal values, ideals, and lifestyles—one of its key distinctive features.

Keywords: Modern advertising, advertising discourse, consumer, product, information, imperative, perlocutionary, language and speech.

Introduction: Modern advertising is not limited to merely providing information or appealing to emotions; it also engages the consumer in a peculiar kind of “game.” The essence of this game lies in the fact that the consumer may show interest and even “submit” to its rules despite being aware of the advertisement’s true purpose. According to E. G. Borisova’s research, the playful nature of advertising discourse is closely linked to its complex and multilayered structure.

Advertising takes into account the consumer’s initial skepticism and lack of full trust. The consumer understands that they are not obliged to believe everything presented in an advertisement, and they accept this as part of the “rules of the game.” For this very reason, advertisers strive to create creative and memorable images, because the consumer focuses not on the product’s perfection, but on the uniqueness of its presentation.

Another dimension is that advertising discourse often constructs an idealized world. In this world, the product not only satisfies a basic need but also promises ideals such as happiness, success, beauty, and social status. Even though the consumer recognizes that this ideal is far removed from reality, they are still inclined to participate in the pleasant “game of imagination” associated with the product.

In linguistics, the concept of perlocution refers to the intention of speech to influence the listener, inspiring them toward a certain action or altering their

emotions. The primary purpose of advertising is not merely to provide information, but to achieve a perlocution effect, namely, to persuade the consumer to make a purchase. Instead of using direct imperatives such as “Buy now!”, advertisers employ strategies that encourage the consumer to “persuade themselves.”

Expressions like “For your convenience...” or “Care for your loved ones...” imply that purchasing the product is a logical and culturally appropriate decision.

In modern advertising, elements of manipulation are used in a very subtle manner. Advertisers appeal to consumers’ subconscious fears, desires, and needs, leaving them little room for deliberate, conscious evaluation. For example, the appearance of scientists, doctors, or other prestigious figures in advertisements, even when they have no real connection to the product, automatically generates trust in the consumer. This demonstrates that the product’s social prestige can be more influential than objective information about it.

METHODS

This research employs several methodological approaches applied throughout the analysis:

- Discourse analysis — to reveal perlocutionary acts, manipulation techniques, idealized world-building, and “game” mechanisms in advertising.
- Linguistic analysis — examining imperative structures, lexical choices, emotional vocabulary, and polycode elements.

- Comparative-cultural analysis — distinguishing features of Uzbek advertising discourse in comparison with global trends.

- Synergetic analysis — based on L. V.

Ukhova's and other scholars' theories of self-organization, using attractors and cultural archetypes as analytical tools.

These methods were applied holistically to interpret the full body of textual, visual, and cultural information contained in the original content.

RESULTS

1 Linguistic and pragmatic mechanisms

The analysis shows that every element of an advertisement—its words, imagery, music, and narrative—serves to influence the consumer and direct them toward a specific desired outcome. Advertising has evolved from providing information to eliciting emotional responses and incorporating complex manipulative mechanisms.

Language and Speech

- Advertising texts employ monologic speech addressed directly to the consumer.

- Imperative and persuasive expressions (“For you...”, “Start a new life!”) are widely used.

- Words are deliberately short and concise to maximize emotional impact.

- Imperativity remains a core feature — both explicit (“Buy now!”) and subtle (“Feel the new taste.”).

Modern advertising is polycode in nature: images, sounds, colors, and music reinforce the verbal message. Coca-Cola ads exemplify how red color, fizzing sound, and festive music create associations with joy rather than simply the drink.

Product Placement

Hidden advertising integrates products into media content, often unnoticed by the consumer, increasing subconscious influence.

2 Uzbek advertising discourse

Uzbek advertising reflects national mentality and cultural values:

- Expressions like “For your loved ones” and “The joy of your family” present products as tools for strengthening family unity.

- National brands blend traditional symbols with modern design.

- Words such as “real” and “high-quality” aim to build strong trust and authenticity.

3 Linguosynergetic and sociocultural mechanisms

According to the synergetic approach, advertising reduces disorder in the consumer's mind by guiding decision-making:

- Attractors include “child-loving,” “happy family,” and “quality,” triggering emotional decisions.

- Advertisers rely on stereotypes and archetypes such as parental care, patriotism, and moral authority.

- Advertising acts as a multiplier of societal values such as novelty, success, and globalization.

- Consumers perceive products not only as goods but as symbols of modernity and success.

4 Pragmatic purpose

The ultimate goal of advertising discourse is pragmatic — prompting the consumer toward a specific action.

- Direct speech acts: “Buy now!”, “Choose for your family's happiness!”

- Indirect imperatives: “This product will change your life.”

Advertisements create personal truth and self-justification for the consumer. They link products with positive emotions and cultural ideals.

DISCUSSION

The evolution of advertising discourse has progressed through three main stages:

1. Informational stage — simple presentation of product features.

2. Emotional persuasion stage — appealing to feelings, identity, and values.

3. Postmodern stage — hidden manipulation, subconscious influence, semiotic complexity, and “game” engagement.

Advertising is both a linguistic and sociocultural phenomenon. It uses the full expressive capacity of language, including imperatives, pragmatics, and polycode features.

Its synergetic analysis reveals that advertising functions as a complex system influencing consciousness through stereotypes, attractors, and sociocultural mechanisms.

CONCLUSION

Advertising has become a powerful force shaping societal values, ideals, and lifestyles.

Its linguistic, pragmatic, semiotic, and sociocultural complexity makes it an independent discourse and an important subject for linguistics, psychology, sociology, and marketing.

Based on the analysis, it can be concluded that modern advertising:

- engages consumers in a psychological “game,”

- constructs idealized worlds,
- uses subtle manipulation,
- connects products to cultural and moral values,
- and shapes contemporary social consciousness.

Studying its distinctive features provides valuable insights into the cultural and communicative codes of modern society.

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