

PRAGMATIC STRATEGIES IN ENGLISH AND UZBEK MEDIA DISCOURSE: A CONTRASTIVE ANALYSIS

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Abstract. *In the contemporary information society, media discourse plays a crucial role in shaping public opinion, social attitudes, and cultural values through the strategic use of linguistic and semiotic resources. This article investigates pragmatic strategies in media discourse with a particular focus on advertising texts in English and Uzbek. Drawing on a linguopragmatic, multimodal, and discourse-analytical framework, the study examines how verbal and visual elements interact to influence audience perception, evoke emotional responses, and encourage specific patterns of behavior. The analysis is based on selected examples of advertising texts, slogans, and visual imagery, allowing for a contrastive exploration of universal and culture-specific pragmatic techniques. The findings reveal that while English and Uzbek advertising discourse employs similar persuasive strategies—such as direct address, emotional appeal, and positive connotation—their realization differs significantly due to cultural norms, values, and communicative traditions. English advertisements tend to favor brevity, explicitness, and individual-oriented messaging, whereas Uzbek advertisements emphasize implicit meaning, emotional resonance, and collective cultural values. The study also highlights the importance of visual semiotics, particularly the anchoring function of text in guiding image interpretation. Overall, the research demonstrates that an integrated analysis of linguistic and visual pragmatic strategies is essential for a comprehensive understanding of advertising discourse and offers valuable insights for media studies, intercultural communication, and the development of culturally adaptive advertising practices.*

Keywords: Pragmatic strategies, media discourse, contrastive analysis, linguopragmatics, cultural context, multimodality.

Annotatsiya. Zamonaviy axborot jamiyatida mediadiskurs lingvistik va semiotik resurslardan strategik foydalanish orqali jamoatchilik fikri, ijtimoiy munosabatlar hamda madaniy qadriyatlarni shakllantirishda muhim o'rin tutadi. Mazkur maqolada mediadiskursdagi pragmatik strategiyalar, xususan, ingliz va o'zbek tillaridagi reklama matnlari misolida tadqiq etiladi. Lingvopragmatik, multimodal va diskursiv tahlil yondashuvlariga tayangan holda, tadqiqotda verbal va vizual elementlarning o'zaro ta'siri auditoriya idrokiga qanday ta'sir ko'rsatishi, emotsional reaksiyalarni yuzaga keltirishi hamda muayyan xulq-atvor modellari shakllanishini rag'batlantirishi tahlil qilinadi. Tahlil reklama matnlari, shiorlar va vizual tasvirlarning tanlangan namunalari asoslanib, pragmatik usullarning universal va madaniyatga xos jihatlari qiyosiy o'rganish imkonini beradi. Natijalar shuni ko'rsatadiki, ingliz va o'zbek reklama diskursida to'g'ridan-to'g'ri murojaat, emotsional ta'sir va ijobiy konnotatsiya kabi o'xshash persuziv strategiyalar qo'llanilsa-da, ularning ifodalanishi madaniy me'yorlar, qadriyatlar va kommunikativ an'analarga ko'ra sezilarli darajada farqlanadi. Ingliz reklamalari qisqalik, aniqlik va individual yo'naltirilgan xabar berishga moyil bo'lsa, o'zbek reklamalari ko'proq implitsit ma'no, emotsional uyg'unlik va jamoaviy-madaniy qadriyatlarni ta'kidlashga intiladi. Shuningdek, tadqiqot vizual semiotikaning, ayniqsa, matnning tasvir talqinini yo'naltiruvchi "ankerslash" (yo'naltiruvchi-cheklovchi) funksiyasining ahamiyatini yoritadi. Umuman olganda, mazkur izlanish reklama diskursining kommunikativ ta'sirini to'liq anglash uchun lingvistik va vizual pragmatik strategiyalarni integrativ tarzda tahlil qilish zarurligini asoslaydi hamda media tadqiqotlari, madaniyatlararo kommunikatsiya va madaniy moslashtirilgan reklama amaliyotini rivojlantirish uchun muhim ilmiy xulosalar taqdim etadi.

Kalit soʻzlar: pragmatik strategiyalar, mediadiskurs, chogʻishtirma tahlil, lingvopragmatika, madaniy kontekst, multimodallik.

Аннотация. В современном информационном обществе медиадискурс играет ключевую роль в формировании общественного мнения, социальных установок и культурных ценностей посредством стратегического использования лингвистических и семиотических ресурсов. В данной статье рассматриваются прагматические стратегии в медиадискурсе с особым акцентом на рекламные тексты на английском и узбекском языках. Опираясь на лингвопрагматический, мультимодальный и дискурсивно-аналитический подходы, исследование анализирует, каким образом вербальные и визуальные элементы взаимодействуют, влияя на восприятие аудитории, вызывая эмоциональные реакции и побуждая к определённым моделям поведения. Анализ основан на отобранных примерах рекламных текстов, слоганов и визуальных образов, что позволяет провести сопоставительное исследование универсальных и культурно-специфических прагматических приёмов. Результаты показывают, что, несмотря на использование сходных персуазивных стратегий — таких как прямое обращение, эмоциональная апелляция и положительная коннотация — в английском и узбекском рекламном дискурсе, их реализация существенно различается в зависимости от культурных норм, ценностей и коммуникативных традиций. Англоязычная реклама характеризуется краткостью, эксплицитностью и ориентацией на индивидуальные ценности, тогда как узбекская реклама акцентирует имплицитные смыслы, эмоциональную выразительность и коллективные культурные ценности. В работе также подчёркивается значимость визуальной семиотики, в частности «якорной» функции текста, направляющей интерпретацию изображения. В целом исследование демонстрирует, что комплексный анализ лингвистических и визуальных прагматических стратегий является необходимым условием для всестороннего понимания рекламного дискурса и предоставляет ценные выводы для медиаисследований, межкультурной коммуникации и разработки культурно адаптированных рекламных практик.

Ключевые слова: прагматические стратегии, медиадискурс, сопоставительный анализ, лингвопрагматика, культурный контекст, мультимодальность.

Introduction. In the contemporary information society, media discourse occupies a central position in shaping public opinion, social attitudes, and cultural values. Media texts no longer function merely as channels of information transfer; rather, they actively construct meanings, influence perceptions, and guide audience interpretation through strategically selected linguistic and pragmatic means. As a result, the study of media discourse has increasingly attracted the attention of linguists, particularly within the fields of pragmatics, discourse analysis, and sociolinguistics.

Literature review. The study of media discourse has been widely developed within the frameworks of pragmatics, discourse analysis, and social semiotics. Foundational works by Halliday conceptualize language as a social semiotic system, emphasizing its meaning-making potential in social contexts. Searle and Sperber & Wilson provide key insights into speech acts and relevance theory, which are essential for understanding implicature and persuasive intent in advertising discourse. Barthes and Mitchell highlight the semiotic and ideological dimensions of visual representation, stressing the interaction between text and image in constructing meaning. Kress further develops the concept of multimodality, demonstrating how contemporary communication integrates multiple semiotic modes.

In Uzbek linguistics, scholars such as Mamirova, Axtyamov, and Chiniqulov have examined sociolinguistic, pragmalinguistic, and stylistic aspects of advertising texts, emphasizing their adaptation to national culture and mentality. However, despite the growing body of research, contrastive studies focusing specifically on pragmatic strategies in English and Uzbek advertising discourse from a multimodal perspective remain relatively limited. This study seeks to address this gap.

Research methodology. The research is based on a contrastive linguopragmatic and multimodal analysis of selected English and Uzbek advertising texts. The data include slogans, short promotional texts, and accompanying visual elements collected from online and print media sources. The study applies methods of discourse analysis, speech act analysis, and visual semiotic interpretation to identify pragmatic strategies and their cultural specificity. Comparative analysis is used to determine similarities and differences in persuasive techniques across the two languages and cultural contexts.

Results and discussion. “Media texts (including advertising, film, and social media texts) constitute complex communicative phenomena aimed at exerting a certain influence on the audience through the integrated use of language and image. In such texts, pragmatic strategies—that is, linguistic units and semiotic resources purposefully employed by the author or sender—serve to influence the audience’s consciousness, persuade them, affect their emotional state, or prompt specific patterns of behavior. A comparative analysis of English and Uzbek media texts demonstrates that although similar pragmatic techniques are used in both languages to achieve communicative goals, the manner of their application and their effectiveness differ depending on cultural and linguistic factors” [1].

In the contemporary media environment, texts are often polycode (multimodal) in nature, in which verbal (written or spoken language) and non-verbal (visual) signs operate together. For example, in social media posts, short texts or hashtags are combined with images or videos to create a coherent meaning; in films, dialogues are integrated with visual sequences and sound to generate contextual and connotative meanings for the audience. Therefore, in analyzing media texts, it is necessary to integrate not only linguistic pragmatics (speech acts, implicature, etc.), but also approaches such as visual semiotics, cognitive pragmatics, and critical discourse analysis. Visual semiotics examines systems of images and signs, revealing their denotative and connotative meanings; cognitive pragmatics investigates how the human mind interprets contextual information, particularly how implicatures are derived from verbal and visual cues. Critical discourse analysis (CDA), in turn, aims to uncover the socio-ideological underpinnings, power relations, and manipulative elements embedded in media texts” [8].

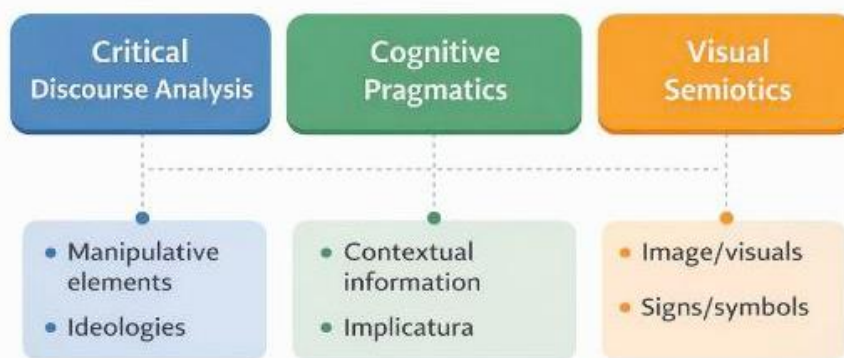


Figure 1. Main approaches to the study of media texts and their objects of analysis

“Advertising texts are short yet highly impactful media texts created with the aim of encouraging consumers to use a particular product or service. In advertisements, linguistic resources (such as slogans, calls to action, wordplay, and others) and visual resources (images, colors, graphic design) are used in combination. Their pragmatic strategy is usually oriented toward effective persuasion and motivating behavior. One of the well-established facts in advertising studies is that advertising texts employ expressive and emotional techniques to capture audience attention, and the use of these techniques may vary across different cultures and languages” [1].

For example, advertisements in English often attract attention through short and vivid slogans (such as “Just do it” or “Because you’re worth it”), whereas Uzbek advertising texts tend to employ expressions that emphasize tradition and align with the national mentality (for instance, phrases celebrating the notions of family, children, and happiness). Nevertheless, in both cases advertisers seek to establish a sense of empathy and trust with the audience through direct address using the “you” form, a friendly tone, and positively connoted vocabulary.

From the perspective of visual semiosis, advertising images also possess rich pragmatic potential. Roland Barthes (1964) emphasized that advertising images contain layers of denotation and connotation, and that text (or a slogan) typically performs an “anchoring” function in relation to the image—that is, the text limits the free interpretation of the image and provides it with a specific direction. For instance, if the phrase “A source of naturalness” is placed next to a brand logo or product image, the audience is guided to perceive the image through this lens, readily drawing the conclusion that the product is “natural” (which also serves as an example of presupposition and implicature) [3].

Local studies have also extensively examined linguopragmatic and semiotic means in Uzbek advertising texts. In recent years, a number of scholarly works on the language of advertising have been conducted in Uzbekistan. For example, Mamirova D.Sh. (2022) analyzed the sociolinguistic features of Uzbek advertising texts in a dedicated doctoral (PhD) dissertation [7]. Chiniqulov N.J. (2019) authored a monograph on the linguistic characteristics of headlines (advertising headline banners), while Omonov Sh.I. (2022) investigated the ethnopsychological characteristics of advertising consumers in

Uzbekistan. In addition, Axyamov A.E. (2022) conducted a pragmlinguistic analysis of advertising texts using examples from Uzbek, Russian, and German [2].

These studies illuminate various aspects of local advertising discourse and collectively demonstrate that Uzbek advertising texts employ modern persuasive linguistic techniques; however, these techniques are adapted to national culture and mentality.

Conclusion. In conclusion, pragmatic strategies in advertising discourse are developed with careful consideration of human psychology and culture. Advertising creators engage in communication with the audience by making maximum use of the meaning-making potential of language and the visual power of images, conveying the message “what our product offers you” sometimes explicitly and sometimes in subtle, implicit forms. Such a contrastive analysis of English and Uzbek advertising provides important insights for the creation of effective advertising in the future, since the perception of advertising differs across cultures and languages, and persuasive strategies therefore need to be adapted accordingly. Our study confirms that only a comprehensive analysis of pragmatic strategies in advertising texts—considering linguistic and visual aspects together—allows for a full and nuanced understanding of their communicative impact.

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