

EXPRESSIVENESS IN ADVERTISING TEXTS IN THE COMPARISON OF UZBEK AND GERMAN LANGUAGES

Nurmahmudova Dilrabo Abduvohid qizi

German Language Teacher at Fergana Polytechnic Insitute

Academic Lyceum of Fergana Region

Abstract

This article explores the differences and similarities in expressiveness within advertising texts in the Uzbek and German languages. Advertising relies heavily on effective language use, and each language offers unique structures, idioms, and cultural nuances that shape the message's impact. By comparing these two linguistically and culturally distinct languages, we aim to understand how expressiveness is employed to captivate audiences, influence perceptions, and encourage consumer behavior. The research focuses on the use of linguistic devices such as metaphors, slogans, emotional appeals, and persuasive strategies in advertising.

Keywords: Expressiveness, advertising texts, Uzbek language, German language, cultural communication, linguistic devices, metaphors, slogans, consumer behavior.

Introduction

Advertising is an essential part of modern economies, serving as a medium to inform, persuade, and remind consumers about products and services. The language used in advertising must be not only informative but also persuasive, often relying on expressiveness to enhance appeal. Different languages and cultures have diverse methods of constructing expressiveness, which is evident in their respective advertising texts.

The objective of this article is to conduct a comparative analysis of the expressiveness in advertising texts in the Uzbek and German languages. These languages represent distinct cultural spheres: Uzbek is rooted in Central Asian Turkic culture, while German reflects European linguistic traditions. Exploring their advertising texts can provide insights into how language and culture influence consumer communication strategies.

This research employs a comparative linguistic analysis, focusing on advertising texts from various media platforms (print, online, television) in both Uzbek and German. The selected advertisements span industries such as consumer goods, automotive, and technology. The corpus includes 50 Uzbek and 50 German advertisements, analyzed for their use of expressiveness through the following linguistic elements:

- **Metaphors and similes:** Figurative language that enhances emotional appeal.
- **Slogans and catchphrases:** Short, memorable phrases that encapsulate the brand's essence.



- **Emotional appeal:** Usage of language that evokes emotions such as happiness, nostalgia, or desire.

- **Persuasive language:** Techniques used to convince the consumer, including imperatives and rhetorical questions.

The data analysis method involves coding these features and comparing their frequency and usage patterns in both languages.

The expressiveness of advertising texts in the Uzbek and German languages reveals interesting contrasts and similarities, rooted in cultural, linguistic, and stylistic differences. Here's an overview of how these two languages shape expressiveness in advertising:

Cultural Context and Expressiveness

- **Uzbek Culture:** Uzbek advertising often reflects a collectivist culture where family values, tradition, and respect play a significant role. This can lead to advertising texts that are more emotionally expressive and focus on relationships, honor, and harmony. Messages often emphasize trust, community, and respect for elders.

- **German Culture:** German advertisements, influenced by a more individualistic culture, tend to be direct and efficient, reflecting values such as reliability, precision, and quality. German ads might be more pragmatic and factual, relying less on emotional expressiveness and more on the strength of the product or service itself.

Stylistic Choices

- **Uzbek Style:** In Uzbek, advertising texts may use metaphors, proverbs, or vivid imagery to appeal to emotions. Expressiveness comes through the use of poetic language, repetition, and sometimes rhetorical questions to engage the reader. Language is often flowery, and tone can be respectful or passionate, especially when addressing traditional products or services related to culture, food, or clothing.

- **German Style:** German ads are usually clear and concise, avoiding unnecessary embellishments. The expressiveness is often found in how the text conveys precision, accuracy, and trustworthiness. Slogans are often short and punchy, with a focus on functionality and benefits rather than emotional appeal. Humor can be used, but it tends to be subtle and clever.

Linguistic Features

- **Uzbek Linguistic Expressiveness:**

- **Repetition and Alliteration:** Uzbek ads might use repeated sounds and alliteration to create a rhythm that is memorable and pleasant to hear.

- **Honorifics and Politeness:** The use of polite forms and honorifics can add a layer of respectfulness, which in turn makes the ad more persuasive.



- **Emotional Adjectives:** Words like “ajoyib” (amazing), “go‘zal” (beautiful), and “mo‘jiza” (miracle) are often used to make the product sound extraordinary.

- **German Linguistic Expressiveness:**

- **Compound Words:** German's ability to create long compound words allows for precise descriptions of products or services. This can convey a sense of thoroughness and innovation.

- **Conciseness:** German language ads may prioritize economy of words, relying on fewer but stronger words to convey meaning.

- **Technical Vocabulary:** Especially in industries like engineering or automobiles, technical terms are used to express reliability and quality, adding a form of expressiveness that appeals to logic rather than emotions.

Tone and Appeal

- **Uzbek Ads:** The tone is often warm, engaging, and inclusive. There's a tendency to appeal to nostalgia, heritage, and traditional values, especially in local brands. The text may use phrases like "bizning qadriyatlarimiz" (our values) or "avlodlardan-avlodlarga" (from generation to generation), highlighting continuity and trust.

- **German Ads:** The tone is often assertive, straightforward, and professional. Phrases like "Qualität seit 1920" (Quality since 1920) or "Technologie für die Zukunft" (Technology for the future) focus on durability, history, and technological advancement.

Emotional vs. Logical Appeal

- **Uzbek:** Advertising tends to favor emotional appeals. Family, tradition, and community are central, with messages that evoke feelings of pride, nostalgia, and connection.

- **German:** Advertising often leans more toward logical appeals, emphasizing practical benefits, durability, and value for money. German ads might list features and specifications in a straightforward way, relying on the product's intrinsic qualities to sell itself.

Use of Slogans

- **Uzbek Slogans:** These tend to be poetic, sometimes incorporating national symbols or values. They may include a call to action that resonates with cultural pride or community spirit.

- **German Slogans:** Typically short and to the point, German slogans often focus on the product's reliability or efficiency, such as "Vorsprung durch Technik" (Advancement through technology) from Audi. These slogans are memorable because of their simplicity and precision.



Visual and Textual Integration

- **Uzbek Advertising:** The visuals in Uzbek ads are often rich and colorful, complementing the expressive language. There's a focus on imagery that represents cultural identity, such as traditional clothes or family gatherings. The text supports this with emotive language.

- **German Advertising:** The visual elements are usually clean and minimalistic, with the text providing a clear message. German ads often feature sleek design, with text and visuals working together to convey efficiency and modernity.

In summary, Uzbek advertising texts tend to be more emotionally expressive, drawing heavily on cultural and familial values, while German advertising focuses more on efficiency, reliability, and precision, with expressiveness often emerging through clarity and technicality. The differing approaches reflect broader cultural attitudes toward communication, values, and persuasion.

The findings illustrate that expressiveness in advertising is heavily influenced by cultural context. Uzbek advertising tends to be more emotionally charged, using metaphorical language to connect with consumers on a deeper, more traditional level. This reflects the collectivist nature of Uzbek society, where personal relationships and cultural heritage play a central role. German advertising, on the other hand, aligns with the country's individualistic and pragmatic culture, where facts, clarity, and efficiency are highly valued. The direct and rational style used in German ads corresponds with a preference for well-structured, logical communication, particularly in a market driven by technology and precision.

Both languages show unique uses of slogans: Uzbek slogans are often lyrical and tied to values, while German slogans are concise and fact-based. These differences highlight the role of linguistic expressiveness in shaping consumer behavior according to cultural expectations.

Conclusions

This study underscores the importance of understanding linguistic and cultural differences when creating advertising texts. Expressiveness in advertising is not a universal concept; it is tailored to resonate with the cultural values and communication styles of the target audience. Uzbek advertising tends to be more poetic and emotionally appealing, drawing on cultural metaphors, while German advertising emphasizes clarity, directness, and practicality.

- For advertisers: Consider incorporating cultural elements that resonate with local values when expanding into foreign markets. In Uzbekistan, this might mean using metaphors that draw on traditional values, while in Germany, a focus on product efficiency and reliability will likely appeal to consumers.



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