

RESEARCH ARTICLE

Linguistic Features of Advertising Texts

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Abstract

Advertising language is a unique type of discourse that combines linguistic creativity and persuasive communication strategies. The main purpose of advertising texts is not only to inform consumers but also to influence their attitudes and purchasing behavior. This study examines the linguistic features of advertising texts, focusing on lexical choices, syntactic structures, stylistic devices, and pragmatic aspects of advertising discourse. The research is based on discourse analysis of advertising materials from digital and print media. The results show that advertising texts frequently employ emotional vocabulary, metaphorical expressions, repetition, and imperative constructions to enhance persuasive impact. The findings demonstrate that advertising language functions as a strategic communicative tool designed to attract attention and shape consumer perception.

KEYWORDS

Advertising discourse, linguistic analysis, advertising language, persuasion strategies, stylistics, pragmatics, lexical features, marketing communication, discourse analysis.

INTRODUCTION

Advertising has become one of the most influential forms of communication in modern society. In contemporary media environments, advertisements appear across numerous platforms including television, social networks, websites, and mobile applications. The main objective of advertising communication is to promote products and services while simultaneously shaping consumer attitudes and preferences.

Linguists consider advertising discourse a specific type of language use that combines information and persuasion. According to Cook, advertising texts function within a complex communicative context where language, images, and cultural meanings interact to influence audience interpretation (1:50). This means that advertising language cannot be analyzed independently from its social and communicative environment.

Another important characteristic of advertising discourse is its

persuasive orientation. Advertising messages aim to convince consumers that a particular product or service is beneficial, desirable, or necessary. As Leech notes, the language of advertising often deviates from conventional linguistic norms in order to attract attention and enhance memorability (2:67).

Modern advertising research emphasizes the role of linguistic strategies in shaping consumer perception. Words, grammatical structures, and stylistic devices are carefully selected in order to create emotional appeal and strengthen brand identity. Tanaka argues that advertising discourse frequently relies on implicit meanings and contextual assumptions to guide consumer interpretation (3:41).

The aim of this study is to analyze the linguistic characteristics of advertising texts and identify the key language strategies used in advertising communication.

METHODS

This research is based on qualitative discourse analysis. The study examines advertising texts collected from print media, online marketing campaigns, and social media platforms. Discourse analysis allows researchers to investigate how linguistic structures contribute to meaning and persuasive impact.

The methodological framework of this study is based on stylistic and pragmatic analysis. Stylistic analysis focuses on how linguistic forms create expressive and persuasive effects in texts (4:23). In advertising discourse, stylistic analysis helps identify patterns such as metaphorical expressions, sound repetition, and creative word formation.

The research process involved three stages. First, a corpus of advertising texts was compiled from international marketing campaigns. Second, these texts were analyzed in terms of lexical features, syntactic patterns, and stylistic devices. Third, the pragmatic functions of these linguistic elements were examined.

Scholars such as Myers emphasize that advertising language is intentionally designed to construct relationships between products and consumer desires (5:18). Therefore, analyzing linguistic choices helps reveal how advertisements shape consumer perception.

RESULTS AND DISCUSSIONS

Lexical Features of Advertising Language. One of the most important characteristics of advertising language is the use of positive evaluative vocabulary. Advertisers frequently use adjectives such as "innovative," "exclusive," "premium," and "advanced" to emphasize product quality. According to Goddard, these evaluative expressions function as persuasive signals that influence consumer perception (6:34). Superlative forms are also common in advertising texts. Expressions such as "the best," "the fastest," and "the most effective" create the impression of superiority and uniqueness. These lexical elements help position products as superior alternatives within competitive markets. Another lexical feature of advertising language is simplicity. Advertising messages are typically designed for broad audiences; therefore, they avoid complex terminology. Crystal explains that simple vocabulary enhances clarity and increases the likelihood that messages will be remembered by consumers (7:98). Creative word formation is another characteristic of advertising discourse. Advertisers often invent new words or modify existing ones in order to create distinctive brand identities. This linguistic creativity

contributes to memorability and brand recognition.

Syntactic Characteristics of Advertising Texts. Advertising texts typically use short and concise sentence structures. These structures make messages easier to process and remember. Imperative constructions such as "Try it now," "Discover the difference," and "Experience innovation" are frequently used to encourage consumer action. Cook explains that imperative sentences create a direct communicative relationship between the advertiser and the audience (1:74). This strategy increases the persuasive power of advertising messages. Elliptical constructions are another common syntactic feature. In many advertising slogans, certain grammatical elements are omitted while the meaning remains clear. For example, slogans such as "More power. Less fuel." illustrate how advertisers reduce grammatical complexity to create stronger impact. Rhetorical questions are also widely used in advertising discourse. Questions such as "Looking for something better?" encourage consumers to consider their needs and evaluate the advertised product as a potential solution.

Stylistic Devices in Advertising Stylistic devices play a central role in enhancing the expressive and persuasive qualities of advertising texts. Metaphor is one of the most frequently used stylistic tools in advertising communication. According to Danesi, metaphorical language allows advertisers to associate products with positive emotions and desirable lifestyles (8:56). Repetition is another important stylistic technique. Repeated words or phrases reinforce key messages and improve brand recall. Marketing studies show that repetition significantly increases consumer memory retention (9:102). Sound patterns such as alliteration and rhyme also contribute to the memorability of advertising slogans. These phonetic features create rhythmic structures that make advertising messages more attractive and easier to remember. **Pragmatic Aspects of Advertising Language.** An important dimension of advertising discourse is its pragmatic function.

Pragmatics focuses on how language is used in context and how meaning is interpreted by audiences. In advertising communication, pragmatic strategies are used to influence the interpretation of messages and guide consumer reactions. Advertising messages often rely on implicit meanings rather than explicit statements. Instead of directly stating that a product is superior, advertisers may suggest this idea indirectly through contextual cues and linguistic framing. Tanaka argues that advertising frequently employs implicit

communication in order to avoid direct claims while still persuading audiences (3:64). Another pragmatic feature of advertising language is presupposition. Presuppositions allow advertisers to present certain ideas as already accepted facts. For example, a slogan such as "Experience the new level of comfort" presupposes that the product offers a higher level of comfort than competing alternatives. This strategy subtly shapes consumer perception without requiring explicit argumentation.

Deixis is another pragmatic element frequently found in advertising discourse. Words such as "you," "now," and "here" create a sense of immediacy and personal engagement with the audience. According to Cook, deictic expressions help establish a communicative relationship between the advertiser and the consumer (1:103). Pragmatic analysis also highlights the importance of implicature in advertising communication. Implicatures occur when the intended meaning of a message goes beyond its literal interpretation. For example, when an advertisement claims that a product is "simply the best," it implies superiority over competitors without explicitly mentioning them. Another important pragmatic strategy is personalization. Modern advertising often addresses consumers directly by using second-person pronouns such as "you" and "your." This linguistic strategy creates the impression that the advertisement is speaking personally to each individual consumer. Research in marketing communication shows that personalized messages significantly increase consumer engagement and response rates (11:214).

Cultural and Social Dimensions of Advertising language is closely connected with cultural and social contexts. Advertisements reflect cultural values, social norms, and lifestyle aspirations of the target audience. Linguistic choices in advertising often depend on cultural expectations and social identities. For example, advertisements targeting young audiences frequently use informal language, slang expressions, and contemporary cultural references. In contrast, advertisements targeting professional audiences may use more formal language and emphasize reliability, expertise, and credibility. Cultural symbolism also plays an important role in advertising discourse. Words and images used in advertisements often evoke cultural associations that influence consumer interpretation. Chandler notes that advertising messages frequently rely on symbolic meanings embedded within cultural systems (13:88). Globalization has

also influenced the linguistic features of advertising texts. International brands often adapt their advertising messages to different linguistic and cultural contexts. This process, known as localization, involves modifying language, imagery, and cultural references in order to ensure that advertising messages remain effective in different markets. Another important social aspect of advertising language is the construction of identity. Advertising texts often present products as symbols of particular lifestyles or social identities. For example, advertisements for luxury products may emphasize exclusivity, sophistication, and status. Conversely, advertisements for everyday consumer goods may focus on practicality and affordability. Fairclough argues that discourse plays a crucial role in constructing social realities and identities (18:37). Advertising discourse contributes to this process by shaping consumer perceptions of products, lifestyles, and social values. The analysis of cultural and social dimensions demonstrates that advertising language is not merely a marketing tool but also a reflection of broader societal trends and cultural meanings.

The analysis demonstrates that advertising language is characterized by a combination of lexical creativity, syntactic simplicity, and stylistic innovation. These linguistic elements work together to produce persuasive and memorable messages. Lexical analysis shows that evaluative adjectives and superlatives are among the most frequently used elements in advertising texts. These words create positive associations with products and strengthen brand positioning.

Syntactic analysis reveals that advertising discourse relies heavily on short sentences, imperative constructions, and elliptical structures. These syntactic features increase communicative efficiency and enhance audience engagement. Stylistic analysis indicates that metaphor, repetition, and sound patterns play a crucial role in strengthening persuasive impact. These techniques contribute to emotional engagement and brand memorability.

The results confirm that advertising discourse represents a strategic use of language designed to influence consumer perception and behavior.

CONCLUSION

The study demonstrates that advertising language is a complex communicative system that combines linguistic creativity and persuasive intent. Lexical choices, syntactic structures, and stylistic devices interact to produce messages

that attract attention and encourage consumer action. Advertising discourse reflects broader cultural and social contexts while simultaneously shaping consumer attitudes and preferences. As digital media continues to expand, linguistic analysis remains an essential tool for understanding modern advertising communication.

Future research may explore cross-cultural differences in advertising language and investigate how digital technologies influence linguistic innovation in marketing discourse.

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