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REKLAMA MATNLARIDA VERBAL VA NOVERBAL BELGILARNIH PRAGMATIK IFODALANISHI

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Annotatsiya

Tadqiqot reklama matnlarida verbal vositalar — baholovchi leksik birliklar, emotsional lug‘at, buyruq (imperativ) konstruksiyalar va frazeologik birliklar — qanday qilib pragmatik jihatdan ijobiy ma‘nolarni shakllantirish, hissiy munosabatlarni uyg‘otish hamda adresatning xatti-harakatlarini yo‘naltirishda xizmat qilishini tahlil qiladi. Shu bilan birga, noverbal belgilar, jumladan vizual tasvirlar, ranglar ramziyati, tipografiya, maket (kompozitsiya) va tovush elementlari verbal xabarlarini ong osti darajasida kuchaytiruvchi yoki mustahkamlovchi ta’sir vositalari sifatida ko‘rib chiqiladi. Verbal va noverbal komponentlarning o‘zaro aloqasi hamda ularning madaniy va pragmatik mosligi masalasiga alohida e’tibor qaratiladi.

Kalit so‘zlar: reklama diskursi; nutqiy ta’sir; pragmatika; verbal belgilar; noverbal belgilar; manipulyatsiya; ishonitiruvchi kommunikatsiya; semiotika; iste’molchi xulqi.

ПРАГМАТИЧЕСКАЯ РЕПРЕЗЕНТАЦИЯ ВЕРБАЛЬНЫХ И НЕВЕРБАЛЬНЫХ ЗНАКОВ В РЕКЛАМНЫХ ТЕКСТАХ

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Аннотация

Исследование анализирует, каким образом вербальные средства — такие как оценочная лексика, эмотивная лексика, императивные конструкции и фразеологические единицы — функционируют в прагматическом плане для конструирования положительных смыслов, вызывания эмоциональных реакций и направления действий адресата. Параллельно рассматриваются невербальные знаки, включая визуальные образы, цветовую символику, типографику, композицию и звук, как эффективные инструменты, усиливающие или подкрепляющие вербальные сообщения на подсознательном уровне. Особое внимание уделяется взаимодействию вербальных и невербальных компонентов, а также их культурной и прагматической уместности.

Ключевые слова: рекламный дискурс; речевое воздействие; прагматика; вербальные знаки; невербальные знаки; манипуляция; убедительная коммуникация; семиотика; потребительское поведение.

PRAGMATIC REPRESENTATION OF VERBAL AND NON-VERBAL SIGNS IN ADVERTISING TEXTS

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Abstract

The research analyzes how verbal means—such as evaluative lexemes, emotive vocabulary, imperative constructions, and phraseological units—operate pragmatically to construct positive meanings, evoke emotional responses, and guide the addressee’s actions. In

parallel, non-verbal signs, including visual imagery, color symbolism, typography, layout, and sound, are explored as influential tools that enhance or reinforce verbal messages on a subconscious level. Particular attention is paid to the interaction between verbal and non-verbal components and their cultural and pragmatic appropriateness.

Keywords: advertising discourse; speech influence; pragmatics; verbal signs; non-verbal signs; manipulation; persuasive communication; semiotics; consumer behavior

To explain the relationship between the broad and narrow interpretations of speech influence, it should be emphasized that when individuals are expected to interact with one another in the future, a need for linguistic communication inevitably arises. As a result, language functions as a means of coordinating joint human activity. From this perspective, any speech act can be regarded as a specific form of influence on its addressee, realized through the transmission of certain information necessary for the addressee's participation in the speaker's future activities.

However, such a broad understanding of speech influence appears to be conceptually weak, as it lacks sufficient semantic precision. In order to justify the narrow interpretation, it is essential to acknowledge that the listener possesses personal interests and is not always willing to assume the role assigned by the speaker's intentions. An individual is unlikely to unquestioningly comply with commands, such as being instructed to jump from a height, without reflection. Generally, people are capable of resisting external influence on their consciousness and tend to surround themselves with protective barriers that enable them to regulate their own actions rather than merely align with the plans of others. These protective barriers are actively maintained by individuals, who control access through them and determine which influences are acceptable.

The effective overcoming of such protective barriers constitutes what is understood as speech influence in the narrow sense. This phenomenon is examined through a specific theoretical framework commonly referred to as the theory of speech influence. There are certain domains of social life in which speech influence, and often overt linguistic manipulation, is frequently employed and plays a particularly significant role. First and foremost, it is necessary to identify two major areas that have consistently attracted public attention and have been most thoroughly studied from this perspective: politics and advertising discourse. These fields are closely interconnected and, in some forms, almost identical. Political advertising, for instance, is largely constructed on the imagery and structural patterns of commercial advertising, while social advertising represents a distinct yet related communicative domain.

Materials and Methods

Researcher B. Abdullaev characterizes advertising as a leading instrument for companies or organizations possessing legal status within the competitive framework of a market economy. According to the scholar, the primary function of advertising products is to introduce mass-produced goods and offered services to consumers and to serve as a communicative medium that conveys information about the product's characteristics, convenience, advantages, and availability through lexemes with a strong persuasive impact [1, p. 17].

Advertising represents a distinct type of activity that has occupied a special place throughout the history of humankind. Its nature cannot be defined in a strictly limited manner, as advertising integrates knowledge formed at the intersection of psychology, mathematics, statistics, logic, sociology, and several other disciplines. Consequently, it is regarded as one of the fundamental tools of modern marketing [2, p. 397].

For instance, in the promotion of pharmaceutical products through various mass media channels, advertisers employ highly effective and easily comprehensible lexical units in order to persuade patients or consumers. Examples include slogans such as “Espumisan – feel comfortable!”, “Essentiale Forte – cares about your liver,” and “Codelac Broncho – fights cough.” The use of certain expressions traditionally associated with literary texts in pharmaceutical advertising further expands the expressive potential of language. In particular, although the idea of a medicine “caring” for the human liver may be grammatically acceptable, it is logically inconsistent. Nevertheless, attributing a human action such as to care to an inanimate object enhances the persuasive power of speech. As a result, such expressions attract the consumer’s or patient’s attention and generate interest and motivation to choose and use the advertised medicine.

In the Explanatory Dictionary of the Uzbek Language, the object of this study is defined as follows: “Advertising (Fr. *réclame* < Lat. *reclamare* – to shout loudly) refers to information provided about specific goods or services with the purpose of informing consumers and creating or increasing demand for them. Commercial advertising occupies a central position within the set of measures aimed at selling products in the marketing concept” [4, p. 374].

E. V. Medvedeva, in her book *Advertising Communications*, offers the following interpretation: “Advertising is a form of mass-oriented communication in which non-personal, informative, figurative, and expressive persuasive texts are created and disseminated. These texts are financed by the advertiser and addressed to groups of people. The choices and actions of the advertiser are subject to evaluation” [5, p. 279].

The functional role of a text within a specific speech situation, its actual purpose, and its intended expressive aim cannot be disregarded. In advertising and announcements, texts are required to perform clearly defined functions, as the purpose and content of the conveyed information are realized precisely through the text itself and fulfill a communicative function within the addresser–addressee interaction. The persuasive power of advertising is grounded in the effective use of linguistic and psychological phenomena as well as socio-political principles [3, p. 178].

Mass media undoubtedly plays a significant role in the development of advertising. Advertising commercials presented through mass media employ both verbal and non-verbal means; however, they are predominantly realized in verbal form. In the process of creating advertising texts, words may be used with a certain degree of freedom within the rules of the linguistic system. When this freedom is exercised in accordance with linguocultural norms and national mentality, the resulting advertising text is perceived by consumers as a “pure” and trustworthy product. Language serves as the primary instrument of manipulation, and the extent to which the speaker (or text creator) skillfully employs linguistic elements to influence the consumer’s consciousness directly depends on their professional competence.

RESULTS AND DISCUSSION

Elements of speech influence are undoubtedly present in education and upbringing, and they are often perceived critically by those who advocate for limited intervention in personal development. Although this connection is not always explicitly defined, the principle of influence and manipulation is closely aligned with the ideas of child education and socialization.

In modern societies, two major domains have emerged in which both the persuasive power and practical analysis of linguistic forms used in communication play a significant role. Another field in which intensive speech influence is actively applied through the exploitation of linguistic forms is psychotherapy, including its branch known as neuro-linguistic

programming. Alongside medical psychotherapy, there exist various non-medical forms of therapeutic communication. On the one hand, these include interaction with a confessor; on the other hand, even outside institutional psychotherapy, individuals inevitably encounter the extensive realm of folk psychotherapy, which encompasses practices such as magic, spells, incantations, and other similar phenomena.

The increasing influence of oral art forms—particularly literature—on human consciousness through the deliberate selection of linguistic forms is also clearly observable. All such forms make extensive use of diverse methods of speech influence, though each possesses its own specific communicative potential. Finally, and most importantly, elements of manipulation are also characteristic of everyday communication. Nevertheless, this article primarily focuses on examples drawn from the fields of politics and advertising.

Among the conditions that facilitate speech influence, psychological factors occupy a central position. Human consciousness is largely vulnerable to external influences, as protective barriers contain numerous weak points. Consciousness is inert by nature; therefore, it is possible either to meet the interlocutor's expectations or to present information as new by distinguishing it from what is already known, or even to introduce a statement within a large body of information with which the recipient may not fully agree. Human consciousness tends toward simplification and avoids contradictions, which makes individuals particularly receptive to subtle and aesthetically refined deception. Moreover, people often misjudge the relationship between their desires and actions and underestimate the role of objective factors and accidental circumstances.

From poetic practice, the persuasive potential of individual speech sounds is well known. This phenomenon is associated with the associative component of sounds and the phono-semantics formed through the letters that convey them. Although the direct relationship between sound and meaning is vague, difficult to define, and may be refuted by numerous examples, it remains perceptible and communicable. The most widespread and well-mastered linguistic means employed for the purposes of speech influence is undoubtedly the selection of words and their equivalent combinations, particularly phraseological units. Owing to the diversity of lexical semantics, word choice serves as a universal tool through which various types of influence can be realized.

Many words contain an emotional component in their meaning, and the deliberate selection of such lexemes enables the achievement of a strong emotional impact, especially when combined with other expressive means. For example, by referring to betrayal, plunder, destructive waves, relentless decline, devastating ideas, nocturnal interference, or horrific aggression, a speaker can easily provoke anxiety, anger, or fear in the audience and thereby influence their behavior and decision-making.

Sign Type	Means Used in Advertising	Pragmatic Function	Effect on the Addressee
Verbal	Evaluative lexemes (effective, safe, natural, reliable)	Creates a positive product image; reduces critical evaluation	Trust formation; positive attitude
Verbal	Emotive vocabulary (care, protection, comfort, fear, success)	Activates emotions; increases memorability	Emotional involvement; empathy
Verbal	Imperative constructions (Buy now! Try it today!)	Directs behavior implicitly	Motivation to act; behavioral response
Verbal	Rhetorical questions	Simulates dialogue;	Sense of personal

	(Why choose anything else?)	engages the addressee	involvement
Verbal	Phraseological units and metaphors	Enhances expressiveness and cultural familiarity	Strong associative impact
Non-verbal	Images (faces, lifestyle scenes, health symbols)	Visual argumentation; implicit persuasion	Identification with desired outcomes
Non-verbal	Color symbolism (green – nature, blue – trust, red – urgency)	Emotional and symbolic guidance	Mood regulation; attention focus
Non-verbal	Typography (bold fonts, capitalization, minimalism)	Emphasizes key messages; signals importance	Easier perception; authority effect
Non-verbal	Layout and spatial organization	Structures information flow	Cognitive clarity; message prioritization
Non-verbal	Music and sound effects	Creates emotional atmosphere	Emotional resonance; enhanced recall
Combined	Verbal slogan + visual imagery	Reinforces pragmatic coherence	Strong persuasive effect
Combined	Message-text alignment with cultural norms	Ensures pragmalinguistic appropriateness	Reduced resistance; acceptance

Conclusion: Overall, the study confirms that speech influence in advertising is achieved through the strategic coordination of linguistic resources and semiotic tools. This research contributes to the broader understanding of advertising discourse from a pragmalinguistic perspective and highlights the importance of integrated verbal and non-verbal analysis in contemporary communication studies. The results may be applied in further research on persuasive discourse as well as in the practical development of effective advertising texts.

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