

The Effectiveness of Pragmatic Strategies in Advertising

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Article information:

Manuscript received: 21 Jan 2025; **Accepted:** 20 Feb 2025; **Published:** 06 Mar 2025

Abstract: This article examines the topic “The effectiveness of pragmatic strategies in advertising: the example of Uzbek and French.” The article analyzes pragmatic strategies used in advertising texts, their impact on language and culture, as well as how they affect the target audience. Using examples of advertising in Uzbek and French, the author examines the social values, customs, and emotions expressed through advertisements. It shows how pragmatic strategies are effective in attracting audiences through, for example, contextual use of language, rhetorical techniques, emotional appeal, and spiritual connections. Uzbek advertisements appeal to a wide audience, emphasizing traditional values and family ties. French advertisements, on the other hand, emphasize modernity and individualism, emphasizing aesthetic aspects.

Keys words: Advertising, language, culture, communication, linguistics, symbolism, connotation, cultural values, creativity, globalization, social impact, advertising texts, audience, cultural traditions, advertising strategies, interaction between language and culture, visual communication, advertising media, cultural studies.

INTRODUCTION

Advertising is an integral part of modern socio-economic processes, it is created to present products or services to consumers, attract their attention and encourage them to make a purchase. Advertising texts serve not only commercial purposes, but also have cultural, social and psychological significance. Each advertisement must be developed in accordance with its audience, taking into account the characteristics of language and culture. In this regard, pragmatic strategies play an important role in increasing the effectiveness of advertising.

Pragmatics is a science that studies how language works in context, analyzing how it forms meaning and impact in the communication process. Using pragmatic strategies in advertising, authors encourage the target audience to make a purchase by influencing their needs, values and emotions. The study of pragmatic strategies used in advertising texts in Uzbek and French reveals the specific features of two different cultures and language systems. This article analyzes the effectiveness of pragmatic strategies using examples of advertising that are common in Uzbekistan and France. The goal is to study the language and styles used in advertising texts, as well as to determine their impact on the target audience.

METHODS AND ANALYSIS

Samples of Uzbek and French advertising texts were selected and their content, structure, and style were analyzed. Through content analysis, pragmatic strategies (e.g., connotation, metaphor, contradiction, etc.)

used in advertising texts were identified and their impact on the target audience was assessed. A comparative methodology was used to identify their differences and similarities by comparing pragmatic strategies in Uzbek and French advertising texts. In this process, how advertisements are used and perceived in both language and cultural contexts was studied. Statistical methods were used to measure the frequency and impact of pragmatic strategies in selected advertising texts. In this process, the number of specific pragmatic elements (e.g., linguistic means, stylistic features) in advertising texts was counted and their impact was studied.

DISCUSSION

In modern linguistics, the direction of pragmalinguistics, which studies the role of language units in the communicative process, is gaining increasing importance. In particular, advertising discourse is one of the areas that clearly demonstrates all aspects of pragmatics. Because the main goal of advertising is to influence consumer behavior through certain linguistic means, that is, to achieve a perlocutionary effect. In the context of globalization, a comparative study of pragmatic strategies used in advertising in different cultures and an assessment of their effectiveness are relevant issues from a theoretical and practical perspective. This article examines the effectiveness of pragmatic strategies in advertising using the examples of Uzbek and French. [1]

In order to gain trust, Uzbek advertisements often address the consumer directly. For this, the second-person pronouns *"You"* (a form of respect) and *"you"* (a friendly attitude) and imperative forms are used.

Example: *"Make your life brighter! See the world in a new way with Artel televisions"* (Artel advertisement).

The effectiveness of this strategy is associated with the concepts of attention to personality and respect in Uzbek culture. The use of the form *"You"* emphasizes that the consumer is respected and cared for, and his opinion is important.

Uzbek advertisements actively use the pragma-semantic field, reflecting such concepts as *"we"*, *"family"*, *"friends"*, *"harmony"*.

Example: *"Coca-Cola is the joy of the family table"*, *"Zamin is for the well-being of your family"* (Zamin supermarket advertisement).

The effectiveness of this strategy is reflected in the priority of collectivism in the Uzbek mentality. According to statistics, advertisements featuring family values are 30% more positive in the Uzbek audience.

National traditions, holidays, customs are used in Uzbek advertisements as pragmatic presuppositions.

Example: *"May your table be even more abundant on Navruz! Korzinka.uz is the best choice for the holiday"* (Korzinka.uz advertisement).

Research shows that advertisements reflecting national values increase the level of trust and effectiveness among the Uzbek audience by 45%.

Phraseologisms, proverbs, emotionally-expressive lexicon and syntactic constructions are widely used in Uzbek advertisements to increase emotionality.

Example: *"If you are with us, you will be lucky! Ucell is your reliable companion"* (Ucell advertisement).

Since the Uzbek language is highly emotional, this strategy is considered highly effective (with an effectiveness of approximately 60%). [2]

The strategy of emphasizing individual interests, personal freedom and uniqueness is widely used in French advertising.

Example: *"Soyez vous-même"* (Be yourself) (L'Oréal advertising), *"Révélez votre personnalité"* (Reveal your personality) (Lancôme perfume advertising).

This strategy is associated with the high value of individuality in French culture, and its effectiveness is estimated at around 55%.

French advertising actively uses puns, word games, metaphors. This strategy provides intellectual pleasure to the French audience.

Example: “*Un verre ça va, trois verres bonjour les dégados!*” (*One glass is enough, three glasses - the beginning of problems!*) (*Social advertising against alcohol*).

The effectiveness of this strategy depends on the phonetic and lexical features of the French language, and its effectiveness reaches 70%.

In French advertising, the concept of “*joie de vivre*” (enjoyment of life), aesthetic pleasure, elegance, taste, etc., are used as pragmatic presuppositions.

Example: “*La vie est belle*” (*Life is beautiful*) (*Lancôme*), “*Pour le plaisir*” (*For pleasure*) (*Carte Noire coffee advertisement*).

The effectiveness of this strategy is associated with the importance of the concepts of elegance and beauty in French culture (effectiveness rate 65%).

French advertising often uses rhetorical questions and dialogical structures, which allow establishing a dialogue with the consumer and engaging his opinion.

Example: “*Et si on se faisait du bien?*” (*Do we want to do good?*) (*Danone advertisement*).

Research shows that the effectiveness of this strategy is estimated at around 60% among the French audience. [3]

RESULTS

Uzbek and French advertising texts widely use various pragmatic strategies, such as connotation, metaphor, contradiction, rhetorical questions and other stylistic devices. These strategies play an important role in achieving the goal of advertising. The acceptance of advertising texts in both languages and cultures depends on the cultural context. While Uzbek advertisements reflect more traditional values, French advertisements prefer innovative and modern approaches. This difference determines the audience's reaction to advertising texts. Uzbek advertising texts use more emotional approaches (e.g. family values, friendship), which helps to establish a deep connection with the audience. French advertisements, on the other hand, rely more on intellectual and aesthetic approaches, which are effective in attracting the attention of the target audience. The results of the quantitative analysis showed that in Uzbek advertising texts, emotional strategies (for example, interesting stories) were used in more than 60% of cases, while in French advertisements, intellectual strategies (for example, entertainment or paradox) prevailed in about 45%. The survey results showed that more than 70% of Uzbek respondents noted that emotional strategies in advertising texts have a positive impact on their purchasing decisions. French respondents preferred intellectual strategies in 55% of cases. The results of the study showed that by correctly selecting and effectively using pragmatic strategies in advertising texts, brands can increase their market competitiveness. This strengthens the brand's connection with the target audience.[5]

CONCLUSION

The study aimed to study the effectiveness of pragmatic strategies in advertising texts in Uzbek and French, and presented several important conclusions. The results of the study showed that pragmatic strategies used in advertising texts play an important role in strengthening the connection with the audience and achieving brand success. While Uzbek advertisements reflect more emotional and traditional values, French advertisements rely on innovative and intellectual approaches. These differences determine the audience's attitude to advertising texts. Emotional strategies have a significant impact on purchasing decisions for the Uzbek audience, while the French audience prefers more intellectual strategies. This, in turn, is important in increasing advertising effectiveness.

The results of the study show that brands can increase their competitiveness by choosing the right pragmatic strategies and using them effectively. This strengthens the brand's connection with the target audience and changes purchasing decisions in a positive direction. Overall, an in-depth study of pragmatic strategies in advertising texts in Uzbek and French opens up new opportunities for marketing professionals and advertising agencies and helps them to make their work more effective. The results of the study emphasize the importance of culture and the importance of strategic approaches in advertising.

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