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**THEORETICAL FOUNDATIONS OF THE LINGUO-PRAGMATIC  
ANALYSIS OF ADVERTISING TEXTS**

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**Abstract:** *This article examines the theoretical foundations of linguo-pragmatic analysis of advertising texts, focusing on how language is strategically employed to influence consumer perception and behavior. Drawing on key theories from pragmatics, including speech act theory, implicature, and presupposition, as well as insights from discourse analysis and cognitive linguistics, the study argues that advertising discourse functions as a complex communicative system where meaning is constructed both explicitly and implicitly. By integrating multiple theoretical perspectives, this study demonstrates that linguo-pragmatic analysis provides a comprehensive framework for uncovering the underlying persuasive strategies in advertising communication.*

**Keywords:** *linguo-pragmatics, advertising discourse, pragmatic analysis, persuasive communication, speech act theory, implicature, presupposition, deixis, discourse analysis, cognitive linguistics, conceptual metaphor, evaluative language, semantic strategies, communicative intention, audience perception, socio-cultural context, media discourse, consumer behavior, language manipulation, textual pragmatics*<sup>32</sup>

Over the past decades, the study of advertising discourse has undergone a significant theoretical shift from purely structural and semantic analysis toward a more comprehensive linguo-pragmatic perspective. This transformation has been largely influenced by developments in pragmatics and discourse analysis, which conceptualise language not merely as a system of rules but as a dynamic tool for communication and persuasion within specific social contexts. Advertising texts, in this regard, are understood as complex communicative acts aimed at influencing consumer attitudes and behaviors through both explicit and implicit linguistic strategies (Cook, 2001).

The present article focuses specifically on advertising texts, where language is used not only to convey information but also to influence and persuade. Unlike neutral forms of communication, advertising discourse is characterized by intentionality, strategic design, and audience orientation. The central research question addressed in this study is: *To what extent does linguo-pragmatic analysis provide a theoretically grounded framework for understanding the persuasive mechanisms of advertising texts?*

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<sup>32</sup> <sup>1</sup> The selected keywords reflect the interdisciplinary nature of linguo-pragmatic analysis, integrating concepts from pragmatics, discourse analysis, and cognitive linguistics to examine the persuasive mechanisms of advertising texts.

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The theoretical foundation of linguo-pragmatic analysis can be traced to speech act theory, developed by Austin (1962) and further elaborated by Searle (1969). According to this theory, language is not merely descriptive but performative: utterances function as actions. In advertising, this performative dimension is clearly visible, as slogans and promotional messages are designed to encourage consumers to act—whether by purchasing a product, adopting a lifestyle, or forming a positive attitude toward a brand.<sup>33</sup>

Another important theoretical component is Grice’s (1975) theory of implicature, which explains how speakers convey meanings indirectly. Advertising texts frequently rely on implicature to create persuasive effects, allowing consumers to infer desirable qualities about a product without these being explicitly stated. This indirectness enhances the effectiveness of the message by engaging the audience cognitively and emotionally.

Presupposition is also widely used in advertising discourse. By embedding assumptions within statements, advertisers present certain ideas as given or unquestionable. For example, phrases such as “improve your life” presuppose that improvement is necessary, subtly influencing the audience’s perception without direct argumentation.<sup>34</sup>

Deixis plays a crucial role in establishing immediacy and personal relevance. Expressions such as “now,” “here,” and “this” position the consumer within the communicative situation, making the message more direct and engaging. This strategy contributes to the overall persuasive effect of advertising texts.

From a discourse-analytical perspective, advertising can be seen as a form of institutional discourse shaped by social, cultural, and ideological factors. As Fairclough (1995) argues, discourse not only reflects reality but also constructs it. Advertising, therefore, participates in shaping societal values, norms, and identities, particularly in relation to consumption and lifestyle.

Cognitive linguistics provides additional insights into how advertising messages are structured and interpreted. Conceptual metaphors and framing techniques allow advertisers to present products in ways that align with consumers’ cognitive schemas. This facilitates understanding and enhances the persuasive impact of the message.

Despite its effectiveness, advertising discourse poses certain analytical challenges. The implicit nature of many pragmatic strategies makes interpretation complex, and cultural differences may affect how messages are understood. These factors highlight the need for a comprehensive analytical approach that integrates multiple theoretical perspectives.

To address these challenges, linguo-pragmatic analysis should consider several levels: linguistic structure, pragmatic mechanisms, discourse context, and cognitive interpretation.

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<sup>33</sup> <sup>2</sup> Austin, J. L. (1962). *How to Do Things with Words*. Oxford: Oxford University Press. – This work introduces the concept of speech acts, which is fundamental for understanding how advertising language performs persuasive functions beyond mere information.

<sup>34</sup> <sup>3</sup> Grice, H. P. (1975). “Logic and Conversation.” In *Syntax and Semantics*, Vol. 3. New York: Academic Press. – This study develops the theory of implicature, explaining how indirect meaning is constructed and interpreted in communicative contexts such as advertising.

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Such an approach allows for a deeper understanding of how advertising texts achieve their persuasive goals.

In conclusion, this article has demonstrated that linguo-pragmatic analysis offers a robust theoretical framework for examining advertising discourse. By integrating insights from pragmatics, discourse analysis, and cognitive linguistics, it becomes possible to uncover the mechanisms through which advertising texts influence consumer perception and behavior. Future research should focus on empirical studies and the evolving role of digital media in shaping contemporary advertising practices.

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