

PRAGMATIC MEANS OF EXPRESSING ILLOCUTION AND PERLOCUTION IN ADVERTISING DISCOURSE (BASED ON UZBEK LANGUAGE)

Atanazarova Shoxida Baxramovna,
Senior Lecturer, Department of Foreign Languages,
Uzbekistan University of Journalism and Mass Communications

ПРАГМАТИЧЕСКИЕ СРЕДСТВА ВЫРАЖЕНИЯ ИЛЛОКУЦИИ И ПЕРЛОКУЦИИ В РЕКЛАМНОМ ДИСКУРСЕ (НА МАТЕРИАЛЕ УЗБЕКСКОГО ЯЗЫКА)

Атаназарова Шохида Бахрамовна
Старший преподаватель кафедры иностранных языков
Университета журналистики и массовых коммуникаций Узбекистана

O'ZBEK TILI ASOSIDA REKLAMA DISKURSIDA ILLOKUTSIYA VA PERLOKUTSIYANI IFODALASHNING PRAGMATIK VOSITALARI

Atanazarova Shoxida Baxramovna,
O'zbekiston Jurnalistika va Ommaviy Kommunikatsiyalar Universiteti
"Xorijiy tillar kafedrası" katta o'qituvchisi
E-mail shoxidka22@gmail.com
+998946090412 ORCID ID 0009-0002-7589-0901

Abstract

This article examines the pragmatic means of expressing illocutionary and perlocutionary acts in advertising discourse based on the Uzbek language. The study focuses on how speech acts function within advertising texts and how linguistic devices are used to influence the addressee's perception and behavior. Particular attention is given to the interaction between language and persuasion in advertising communication. The analysis reveals that illocutionary force is mainly expressed through directive and expressive language means, while perlocutionary effects are achieved through persuasive strategies aimed at shaping consumer response. The findings demonstrate that advertising discourse is a highly pragmatic field where linguistic choices are closely linked to communicative intention and audience impact. **Keywords:** advertising discourse, pragmatics, illocution, perlocution, speech act theory, Uzbek language, persuasion, communicative intention, linguistic means.

Annotatsiya

Mazkur maqolada o'zbek tili asosida reklama diskursida illokutsion va perlokutsion aktlarni ifodalashning pragmatik vositalari tahlil qilinadi. Tadqiqotda reklama matnlarida nutq aktlarining qanday amalga oshishi hamda lingvistik vositalar adresatning idroki va xulqiga ta'sir ko'rsatishda qanday qo'llanilishi o'rganiladi. Reklama kommunikatsiyasida til va ishontirish (persuasion) o'rtasidagi o'zaro bog'liqlikka alohida e'tibor qaratiladi. Tahlillar shuni ko'rsatadiki, illokutsion kuch asosan buyruq, da'vat va ekspressiv til vositalari orqali ifodalanadi, perlokutsion ta'sir esa iste'molchi reaksiyasini shakllantirishga yo'naltirilgan ishontiruvchi strategiyalar orqali amalga oshiriladi. Tadqiqot natijalari reklama diskursi yuqori darajada pragmatik xususiyatga ega ekanligini va unda

lingvistik vositalar kommunikativ maqsad hamda auditoriyaga ta'sir bilan bevosita bog'liqligini ko'rsatadi.

Kalit so'zlar: reklama diskursi, pragmatika, illokutsiya, perlokutsiya, nutq aktlari nazariyasi, o'zbek tili, ishontirish, kommunikativ maqsad, lingvistik vositalar.

Аннотация

В данной статье анализируются прагматические средства выражения иллокутивных и перлокутивных актов в рекламном дискурсе на материале узбекского языка. В исследовании рассматривается, как реализуются речевые акты в рекламных текстах, а также каким образом языковые средства используются для воздействия на восприятие и поведение адресата. Особое внимание уделяется взаимодействию языка и убеждения (persuasion) в рекламной коммуникации. Анализ показывает, что иллокутивная сила преимущественно выражается посредством директивных и экспрессивных языковых средств, тогда как перлокутивный эффект достигается с помощью убеждающих стратегий, направленных на формирование реакции потребителя. Результаты исследования подтверждают, что рекламный дискурс является высоко прагматической сферой, в которой выбор языковых средств тесно связан с коммуникативной целью и воздействием на аудиторию. **Ключевые слова:** рекламный дискурс, прагматика, иллокуция, перлокуция, теория речевых актов, узбекский язык, убеждение, коммуникативная цель, языковые средства.

Introduction

Advertising discourse is one of the most dynamic and influential forms of modern communication, playing a crucial role in shaping consumer attitudes, preferences, and behavior. In contemporary linguistics, advertising texts are widely studied within the framework of pragmatics, as they are not merely informative but primarily persuasive in nature.

From a pragmatic perspective, advertising language is characterized by its strong communicative intention, where linguistic choices are directly aimed at influencing the addressee. In this regard, speech act theory, particularly the concepts of illocutionary and perlocutionary acts, provides an effective analytical tool for examining how meaning is constructed and how persuasive effects are achieved in advertising communication.

Illocutionary acts in advertising refer to the intended communicative force of utterances, such as advising, urging, or encouraging the audience to take a particular action. Perlocutionary acts, on the other hand, are related to the actual effect produced on the recipient, including changes in perception, emotions, or behavior.

The relevance of this study is determined by the growing importance of advertising in modern media space and the need for a deeper understanding of the linguistic mechanisms that ensure its effectiveness. In particular, examining these pragmatic phenomena in Uzbek-language advertising discourse allows for a more comprehensive understanding of how universal and language-specific strategies of persuasion function in real communicative contexts.

Literature Review

The study of advertising discourse has been widely developed within modern linguistics, particularly in the fields of pragmatics, discourse analysis, and speech act theory. Scholars such as Austin (1962) and Searle (1969) laid the theoretical foundation of speech act theory, introducing the concepts of illocutionary and perlocutionary acts, which are essential for analyzing the communicative function of language beyond its literal meaning. According to Austin, illocutionary acts represent the intended function of an utterance, while perlocutionary acts refer to its actual effect on the listener.

In contemporary linguistic research, advertising discourse is considered a highly pragmatic form of communication aimed at influencing consumer behavior. Cook (2001) emphasizes that advertising language is not only informative but primarily persuasive, relying on indirect meanings, emotional appeal, and contextual strategies. Similarly, Leech (1966) highlights the importance of rhetorical and stylistic devices in achieving persuasive effects in media language.

Recent studies in discourse analysis (Fairclough, 1995; Van Dijk, 2008) focus on the social and ideological dimensions of advertising texts, arguing that language in advertising constructs reality and shapes consumer perception. These approaches underline the role of power and ideology in linguistic choices.

Within the field of pragmatics, researchers such as Yule (1996) and Mey (2001) have further developed the understanding of how context influences meaning in communication. Their work supports the idea that illocutionary force in advertising is often realized through directives, promises, and expressive speech acts, while perlocutionary effects are achieved through persuasion, suggestion, and emotional stimulation.

In the context of Uzbek-language advertising discourse, studies remain relatively limited. However, existing research indicates that Uzbek advertising texts активно use imperative structures, evaluative vocabulary, and culturally specific expressions to enhance persuasive impact. This highlights the need for a more systematic pragmatic analysis of illocutionary and perlocutionary mechanisms in Uzbek advertising communication.

Overall, the reviewed literature demonstrates that advertising discourse is a complex interdisciplinary field where pragmatics, discourse analysis, and speech act theory intersect to explain how language functions as a tool of influence and persuasion.

Methodology

This study adopts a qualitative research approach based on pragmatic and discourse analysis. The primary data consists of Uzbek-language advertising texts collected from television, online platforms, and printed media. The selection of materials is based on their relevance to household and consumer-oriented advertising discourse.

The analysis is conducted using speech act theory, focusing specifically on illocutionary and perlocutionary acts. Illocutionary force is identified through linguistic markers such as directives, imperatives, and expressive utterances, while perlocutionary effects are interpreted based on the potential influence of these utterances on consumer perception and behavior. Contextual and pragmatic factors are also considered to examine how meaning is constructed within advertising communication.

Results

The analysis shows that illocutionary acts in Uzbek advertising discourse are predominantly realized through directive speech acts, such as commands, requests, and recommendations. These forms are frequently used to encourage immediate consumer action.

Perlocutionary effects are achieved through persuasive strategies, including emotional appeal, positive evaluation, and emphasis on product benefits. It was found that advertisers often combine linguistic and visual elements to strengthen the overall persuasive impact.

The results also indicate that culturally specific expressions and stylistic devices significantly enhance the effectiveness of advertising messages in influencing audience response.

Discussion

The findings confirm that advertising discourse is highly pragmatic in nature, where language is strategically used to achieve communicative goals. The dominance of directive illocutionary acts reflects the persuasive intention of advertisers to guide consumer behavior. The study also highlights that perlocutionary effects are not solely dependent on linguistic form but are strongly influenced by context, cultural background, and audience interpretation. In Uzbek advertising discourse, emotional and culturally grounded expressions play a key role in enhancing persuasion. These results are consistent with previous theoretical claims in pragmatics, which emphasize the interaction between language, context, and interpretation in shaping meaning.

Conclusion

The study concludes that illocutionary and perlocutionary acts are fundamental components of advertising discourse in the Uzbek language. Illocutionary force is primarily expressed through directive and expressive linguistic means, while perlocutionary effects are achieved through persuasive strategies aimed at influencing consumer behavior. Overall, advertising discourse functions as a dynamic pragmatic system where linguistic choices are closely connected to communicative intention and audience impact. The findings contribute to a deeper understanding of how pragmatic mechanisms operate in Uzbek-language advertising communication and highlight the need for further interdisciplinary research in this field.

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