

## AMERICAN ADVERTISING TEXT IN THE ASPECT OF LANGUAGE AND CULTURE INTERACTION

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**Abstract.** *American advertising discourse functions simultaneously as a commercial instrument and a culturally embedded mechanism of meaning construction. This article examines how linguistic strategies and cultural values interact within American advertising texts, drawing on linguocultural theory, conceptual metaphor, and pragmatics. The study demonstrates that advertising language encodes dominant national values such as individualism, freedom, and personal achievement through lexical selection, slogan construction, metaphorical framing, and persuasive syntax. The findings indicate that advertising discourse not only reflects but actively reproduces ideological frameworks, shaping consumer identity and social perception.*

**Keywords:** *advertising discourse, linguoculturology, cultural codes, American advertising, persuasion, conceptual metaphor, slogan.*

### Introduction

The study of advertising language has attracted increasing scholarly attention, as researchers have recognized that commercial discourse is not merely a tool for selling products but a complex cultural phenomenon through which societies express, negotiate, and reproduce their values. In the American context, advertising functions as a continuous stream of messages that simultaneously reflect and reinforce national ideals associated with freedom, individuality, success, and consumerism.

From a linguistic standpoint, analyzing advertising texts requires an interdisciplinary approach integrating pragmatics, discourse analysis, cognitive linguistics, and culturology. As Fairclough (1995) argues, language does not simply mirror social reality; it actively constructs and shapes it through repeated patterns of discourse. Linguoculturology, as developed by Maslova (2001) and Vorobyev (1997), treats language as a carrier of cultural memory and evaluative norms. Within this framework, slogans such as "Just Do It" or "Think Different" represent more than persuasive appeals — they are linguocultural constructs that condense complex ideological meanings into memorable verbal formulas.

This article analyzes the key linguistic strategies in American advertising discourse from a linguocultural perspective, addressing three questions: What lexical and stylistic mechanisms characterize American advertising language? How do slogans function as carriers of cultural meaning? And through what pragmatic strategies does advertising discourse reproduce dominant cultural ideologies?

### **Materials and Methods**

The study combines qualitative discourse analysis with linguocultural interpretation. The research corpus consists of fifty American advertising texts drawn from print, digital, and broadcast media, including slogans and promotional copy from nationally recognized brands across technology, automotive, food and beverage, and lifestyle sectors.

Four analytical methods were applied: (1) lexical-semantic analysis identifying culturally marked vocabulary and semantic fields; (2) conceptual metaphor analysis following Lakoff and Johnson (1980); (3) pragmatic analysis investigating speech acts, presupposition, and implicature; and (4) linguocultural interpretation situating linguistic findings within their broader ideological context, drawing on Maslova (2001), Wierzbicka (1997), and Barthes (1972).

### **Results**

At the lexical level, American advertising texts show a strong preference for positively evaluative vocabulary associated with achievement and personal empowerment. Adjectives such as "exclusive," "innovative," "unlimited," and "revolutionary" cluster around semantic fields corresponding to dominant cultural concepts: freedom and autonomy ("your choice," "no limits"), personal achievement ("reach your potential," "lead the way"), and innovation ("next generation," "the future, today"). Dynamic verbs — "discover," "unlock," "transform," "achieve" — construct the consumer as an active agent, reflecting American narratives of self-determination.

Conceptual metaphor analysis reveals several dominant schemas. The LIFE IS A JOURNEY metaphor is extensively employed: expressions such as "your path to success" and "take the next step" associate products with movement and progress. The PRODUCTS ARE SOLUTIONS metaphor encodes consumer problems as obstacles

that commercial products resolve, while the BRAND IS A COMPANION metaphor creates emotional identification.

Slogan analysis demonstrates the linguistic compression of ideological content. American slogans typically use three to seven words and follow three dominant structural patterns: imperatives ("Just Do It"), identity-affirming assertions ("You're worth it"), and aspirational metaphors ("Fuel your ambition"). All three types encode culturally specific value systems — individualist agency, social aspiration, and consumption linked to abstract goals.

Pragmatic analysis identifies presupposition as a central mechanism. Slogans routinely encode assumptions about consumer desire and aspiration as shared background knowledge. "Finally, a phone that keeps up with you" presupposes both prior inadequacy and a high-performance consumer lifestyle. Speech act analysis reveals that advertising texts are dominated by directives, commissives, and expressives, reflecting the cultural premium placed on individual action and personal initiative.

### **Discussion**

The findings confirm that American advertising operates as a systematic linguocultural mechanism for encoding and normalizing national ideologies. The lexical patterns reflect what Wierzbicka (1997) describes as culturally specific semantic configurations, with strong orientations toward individualism, self-improvement, and material achievement corresponding to the ideological framework of the American Dream.

The conceptual metaphors identified perform an important ideological function. When advertising consistently maps personal development onto journey schemas or consumer choice onto liberation schemas, it participates in shaping how audiences conceptualize their own identities and desires. The repeated activation of these schemas reinforces their cognitive salience and cultural centrality (Lakoff & Johnson, 1980).

Presuppositional structures reveal the subtle ideological work of advertising language. By encoding assumptions as shared background knowledge rather than explicit claims, advertising constructs subject positions that consumers are invited to occupy — largely below the level of conscious critical awareness. This mechanism makes advertising particularly effective as a means of ideological reproduction. A limitation of the study is its focus on English-language texts, restricting cross-cultural comparison; future research could extend the framework to comparative linguocultural analysis.

### **Conclusion**

This article has examined American advertising discourse from a linguocultural perspective, demonstrating that commercial language functions as a sophisticated system for encoding and reproducing cultural values. Through lexical selection,

metaphorical framing, slogan construction, and pragmatic strategies, American advertising texts systematically communicate ideological messages associated with individualism, freedom, and consumer empowerment. The linguocultural framework has proven productive for revealing deep cultural meanings embedded within surface linguistic choices, contributing both theoretical insights and practical methodological tools for analyzing advertising discourse in contemporary society.

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