



**SPEECH ACTS IN ENGLISH AND UZBEK NEWSPAPER  
ADVERTISEMENTS: A COMPARATIVE PRAGMATIC ANALYSIS**

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**Abstract**

This comparative pragmatic study examines the use of speech acts in English and Uzbek newspaper advertisements based on Austin and Searle's speech act theory. The research analyzes assertive, directive, commissive, expressive, and declarative acts in both linguistic traditions. English advertisements are characterized by directness, explicitness, and individual-oriented persuasion typical of low-context cultures. In contrast, Uzbek newspaper ads employ indirectness, cultural embedding, implicature, and collectivist values such as family harmony, hospitality, and national traditions. The study reveals how pragmatic strategies adapt to sociocultural contexts while serving universal commercial goals. Findings contribute to cross-cultural pragmatics and advertising discourse analysis.

**Keywords**

speech acts, comparative pragmatics, newspaper advertisements, English advertising discourse, Uzbek advertising language, illocutionary force, cultural pragmatics, collectivism, individualism, persuasion strategies

In the realm of newspaper advertisements, language serves as a potent tool of persuasion, where every utterance is meticulously designed to influence readers' thoughts, emotions, and purchasing behaviors. Speech act theory, as pioneered by Austin and expanded by Searle, offers a valuable lens for examining how advertisements accomplish actions through words asserting claims, directing consumer choices, making commitments, expressing emotions, or declaring new realities. This comparative





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pragmatic study investigates the use of speech acts in English and Uzbek newspaper advertisements, highlighting both shared persuasive strategies and distinct cultural adaptations rooted in differing sociocultural environments. English advertisements typically function within a low-context, individualistic cultural framework that favors directness, clarity, and personal empowerment. In contrast, Uzbek advertisements operate in a high-context, collectivist setting that emphasizes family harmony, respect for tradition, hospitality, and communal well-being. English newspaper ads frequently employ assertive speech acts that boldly declare product superiority. Examples include statements such as "This revolutionary smartphone delivers unparalleled performance with its cutting-edge processor" or "Experience the ultimate driving thrill in our latest model." These representative acts commit the advertiser to claims that build credibility and invite consumer trust. Directive acts are equally prominent, often realized through imperatives and rhetorical questions: "Unlock your potential today order now and save 30%" or "Why settle for less when excellence awaits?" Such directives create a sense of urgency and empower the individual reader in a competitive consumer society.

Commissive acts appear in the form of guarantees and promises: "We guarantee satisfaction or your money back," which reduces perceived risk and fosters confidence. Expressive acts evoke positive emotions, as in "Feel the joy of flawless skin with our premium cream," forging an affective connection with the audience. Declarative acts, though less common, transform perceptions through authoritative claims like "This investment redefines your financial future." Overall, English advertising language tends toward explicitness, brevity, creativity, and strategic use of puns, alliteration, and metaphors to stand out in a saturated media environment. These features align with Gricean conversational maxims while occasionally flouting them for persuasive effect, prioritizing the perlocutionary goal of immediate consumer action. Uzbek newspaper advertisements, by comparison, rely more heavily on indirectness and cultural





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embedding to maintain face and respect collective values. Assertive acts often integrate references to national heritage, proverbs, or traditional symbols. For instance, promotions for food products may affirm quality by linking it to familial happiness and hospitality, evoking the symbolic importance of “non” (bread) as a sign of blessing and shared meals. These statements perform dual functions: commercial promotion and cultural reinforcement.

Directive acts in Uzbek ads are typically softer and more polite, favoring suggestions over blunt commands to honor social hierarchies and preserve harmony. Phrases such as “Bring quality and warmth to your home with our products” indirectly encourage purchase while upholding communal values. Commissive acts emphasize long-term reliability and alignment with enduring traditions, promising comfort “for your loved ones across generations.” Expressive acts draw richly on emotional and cultural resonance, celebrating connection, gratitude, and shared joy through rhythmic and metaphorical language rooted in oral traditions. Declarative acts position consumption as an enhancement of culturally valued lifestyles. Pragmatically, Uzbek advertisements make extensive use of implicature and shared cultural knowledge, leaving much unsaid for readers to infer. This high-context approach strengthens persuasion by engaging the audience as active participants and fostering belonging. English ads, conversely, prioritize low-context explicitness and individual benefit. The perlocutionary outcomes thus differ: English advertisements drive immediate personal action and empowerment, while Uzbek ones cultivate long-term loyalty through emotional and communal ties. This comparative analysis demonstrates that speech acts in newspaper advertising are profoundly shaped by cultural pragmatic norms. English advertising reflects societal values of autonomy, innovation, and efficiency, whereas Uzbek advertising weaves commercial messages into the fabric of national identity, hospitality, and collectivism. Understanding these nuances is crucial for effective cross-





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cultural communication in an increasingly globalized advertising landscape. As media continues to evolve, the strategic use of speech acts remains a dynamic site where universal commercial goals intersect with particular sociocultural realities.

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