

THE LINGUISTIC FUNCTIONS OF ABBREVIATIONS IN ENGLISH AND UZBEK ADVERTISING TEXTS

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Abstract

This article examines the linguistic functions of abbreviations in English and Uzbek advertising texts. Special attention is given to how abbreviated forms save space, attract attention, create a modern image, and help brands deliver information quickly. The material of the article includes examples from recent studies on advertising discourse, abbreviation use, and Uzbek language adaptation. Comparative analysis, qualitative discourse analysis, and descriptive linguistic analysis are used in the research. The study shows that English advertising uses abbreviations more actively as a stylistic and persuasive device, while Uzbek advertising often uses them for practical clarity, borrowing, and language economy. The expected result is a clearer understanding of how shortened forms work not only as language units, but also as tools of influence in commercial communication.

Keywords

advertising discourse, abbreviation, acronym, initialism, linguistic function, English, Uzbek, persuasion.

Introduction. Advertising language is usually short, direct, and memorable. A buyer often sees only a few words before making a first judgment. For that reason, every word in an advertisement carries weight. Abbreviations are useful in such a space because they reduce form and keep meaning. A short form can present a product as modern, technical, fast, or international. In many English advertisements, forms such as "AI," "HD," "UV," "4K," and "24/7" are used to create speed and value. In Uzbek advertising texts, shortened forms are also becoming visible, especially in technology, service, education, transport, and business spheres.

The relevance of the theme is connected with present-day commercial communication. Digital banners, social media posts, shop signs, and package texts all require compact language. Bruthiaux explains that advertising often works under spatial limitation, so persuasive meaning must be placed into very short forms. Recent comparative work on English and Karakalpak advertising also shows that abbreviations are not random reductions. They work as communicative tools that help the text look brief, readable, and culturally marked. Research on Uzbek language development further shows that foreign abbreviations are entering local use and are being adapted in new combinations such as “IT company” and “VIP-shaxs.” These tendencies make the topic useful for a comparative study of English and Uzbek material.

Literature Review. Paul Bruthiaux studied persuasion in the limited space of advertising and showed that brevity is not only a formal feature but also a persuasive one³⁹. That idea is helpful for the present article because abbreviations belong to the same logic of economy. A reduced form saves space and at the same time can increase stylistic force. In this way, abbreviation is connected with the structure of advertisement itself, not only with word formation. Shakhnoza Yunusova examined the language of advertising in Uzbek and paid special attention to expressive means that make short texts vivid and memorable⁴⁰. The article does not focus only on abbreviations, yet it is useful because it explains how Uzbek advertising depends on compact, attractive wording and strong connotation. That background helps explain why shortened forms can work well in Uzbek commercial texts too. Bakhtiyar Berdimuratov carried out a recent comparative study of abbreviations in English and Karakalpak advertising discourse⁴¹. The research used structural, discourse, and comparative methods and concluded that English advertising uses acronyms, initialisms, blends, and mixed forms actively for modern image and persuasive effect, while local-language advertising relies more on informative and functional shortened forms. Mutabarjon Sharipova analyzed foreign abbreviations in Uzbek and showed that borrowed shortened forms are being adapted in local speech and writing⁴². The author gives examples

³⁹ Bruthiaux, Paul. “In a Nutshell: Persuasion in the Spatially Constrained Language of Advertising.” *Language & Communication*, vol. 20, no. 4, 2000, pp. 297-310. DOI: 10.1016/S0271-5309(00)00003-3.

⁴⁰ Yunusova, Shakhnoza Mukhamedumarovna. “Paraphrases Related to the Language of Advertising.” *International Journal of Linguistics, Literature and Culture*, vol. 7, no. 4, 2021, pp. 236-240. DOI: 10.21744/ijllc.v7n4.1766.

⁴¹ Berdimuratov, Bakhtiyar Tugelbay uli. “The Use of Abbreviations in Advertising Texts in English and Karakalpak Languages.” *American Journal of Philological Sciences*, vol. 6, no. 2, 2026, pp. 140-145. DOI: 10.37547/ajps/Volume06Issue02-36.

⁴² Sharipova, Mutabarjon Kamolovna. “Foreign Abbreviations in Uzbek: Adaptation, Influence, and Linguistic Evolution.” *International Conference on Innovations in Technology*, vol. 4, no. 7, 2023, pp. 35-42.

such as “IT company,” “IT specialist,” and “VIP-shaxs.” This result is important for the current article because advertising texts in Uzbekistan often use exactly such mixed combinations. The study helps explain that abbreviation in Uzbek is not merely borrowed material; it is already entering local patterns of use and word-building. Abdelaziz Edouihri and Bnar Rashid, in different studies on advertising discourse, also stress that advertising language is shaped by persuasion, structure, context, and the relation between producer and consumer⁴³. Their findings are helpful because the function of abbreviation becomes clearer when advertising is viewed as discourse and not only as isolated vocabulary.

Methodology. The research is based on qualitative textual analysis. A comparative method is used to observe how abbreviations function in English and Uzbek advertising texts. A descriptive method is used to classify shortened forms such as acronyms, initialisms, clipped forms, and mixed forms. A discourse-analytic method is used to explain why a short form is chosen in a given advertising context and what effect it creates for the audience.

The material of the article is taken from existing scholarly sources on advertising language and abbreviations. Examples discussed in the analysis section are drawn from those sources and from the advertising items quoted or described there. First, the abbreviated unit is identified. Next, the surrounding message is considered. After that, the linguistic function is described. In this way, the analysis connects form, meaning, and communicative purpose. Such a method is suitable for a short article because it allows close reading of small but meaningful examples.

Analysis and Discussion. Extract 1. Berdimuratov lists several English advertising forms with high frequency, including “AI,” “VIP,” “Wi-Fi,” “UV,” “24/7,” and “4K.” The source notes that these forms appear especially in advertisements connected with technology and service culture. Source: “The Use of Abbreviations in Advertising Texts in English and Karakalpak Languages.” These forms are short, easy to notice, and visually strong. Some of them also carry a ready-made meaning for a modern buyer. “AI” suggests innovation. “VIP” suggests prestige. “24/7” suggests constant service. “4K” suggests high quality. The advertisement therefore communicates more than one idea in very little space. In English advertising, abbreviation often performs an image-building function. The short form does not only shorten the message. It also makes the brand sound global, technical, and up to date. That is why abbreviation in English advertising is often both linguistic and symbolic.

⁴³ Rashid, Bnar N. “A Stylistic Analysis of Advertising Discourse.” *Research on Education and Psychology*, 2020, pp. 1-18.

Extract 2. The same study states that English-based names such as “KFC,” “LG,” “BMW,” and “VIP Service” are already familiar to consumers in local advertising environments. In these cases, the abbreviated form works as a recognition signal. A buyer may identify the brand faster than through a full descriptive phrase. The text becomes easy to scan, especially on a signboard, banner, or digital post. This example shows the nominative and commercial function of abbreviation. A short form can work as a brand marker. It reduces reading time and increases memorability. That function is important in both English and Uzbek advertising practice, especially in urban and online communication.

Sharipova gives Uzbek-adapted combinations such as “IT company,” “IT specialist,” “VIP guest,” and “VIP-shaxs.” Source: “Foreign Abbreviations in Uzbek: Adaptation, Influence, and Linguistic Evolution.” These examples show that the borrowed abbreviation is not left outside the language system. It joins with Uzbek or widely used local lexical items and starts to behave like part of everyday usage. “VIP-shaxs” is especially important because the full meaning of person is repeated, yet the shortened form is still kept for prestige and social effect. In Uzbek advertising texts, abbreviation often performs an adaptive and prestige-related function. It shows closeness to international business language, but at the same time it is fitted to local speech habits. This mixed pattern is useful in advertising because it combines modernity with familiarity.

Extract 4. Yunusova, while discussing Uzbek advertising language, cites short expressive advertising lines such as “Arctic - feel the temperature of the glaciers.” Source: “Paraphrases Related to the Language of Advertising.”

Simple analysis. The example is not an abbreviation itself, yet it shows the same rule of advertising economy. A very short line carries image, emotion, and product message together. This kind of compressed style creates a good environment for abbreviation use because advertising language prefers compact impact.

Discussion. The function of abbreviation should therefore be read inside the wider system of short persuasive language. When a text already values brevity, shortened forms become natural tools. For Uzbek advertising, this means that abbreviations work best when they are placed inside clear and attractive mini-messages rather than inside long explanations.

Conclusion. The study shows that abbreviations are active elements of advertising discourse in both English and Uzbek contexts. Their first clear function is economy. They shorten the text and help the reader receive information quickly.

The second function is expressive and persuasive. In English advertising especially, shortened forms help create the image of speed, quality, prestige, and innovation. In Uzbek advertising, abbreviated forms are often connected with practical clarity and with the adaptation of international commercial language into local use.

The comparison also shows that abbreviation should not be treated as a simple mechanical reduction. In advertising, a shortened form can act as a brand signal, a stylistic marker, and a sign of cultural orientation. For that reason, the linguistic study of abbreviations can help explain how very small language units produce strong commercial effect. Further work may examine real corpora of Uzbek advertisements from social media, billboards, and online stores in order to classify abbreviation types more precisely.

THE LIST OF USED LITERATURE:

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