
ABBREVIATIONS IN ADVERTISING DISCOURSE: FUNCTIONAL SIMILARITIES AND DIFFERENCES IN ENGLISH AND UZBEK

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Annotation

The article studies how abbreviations work in English and Uzbek advertising discourse. Special attention is given to short forms that save space, attract attention, and create a modern image. The article analyzes recent studies on advertising language, abbreviation use, and Uzbek adaptation of foreign short forms. A qualitative comparative method, discourse analysis, and close reading are used. The material shows that English advertisements often use abbreviations as a stylistic and persuasive device, while Uzbek advertising uses many of the same forms more carefully and often for clarity, practicality, and quick recognition. The article can be useful for linguists, students, translators, and specialists who work with advertising texts.

Keywords

advertising discourse, abbreviations, English, Uzbek, comparative analysis, function, persuasion, language economy.

Introduction. Advertising language is made to be seen fast and remembered fast. For that reason, short forms are used very often. An abbreviation can make a line shorter, sharper, and more modern. In digital ads, banners, product labels, and shop signs, a short form can carry much meaning in very little space. Recent research also shows that advertising discourse depends on strong language choices because persuasion still works through words even in highly visual media. Edouihri explains that language remains central in advertising because discourse shapes persuasion and guides consumer attention. Recent work on English and Karakalpak advertising by Berdimuratov also shows that abbreviated forms help message efficiency, stylistic expression, and cultural positioning.

The present article focuses on abbreviations in English and Uzbek advertising discourse and asks one main question: what functions are shared, and what

functions are different. The topic is important because English advertising strongly influences global marketing language, while Uzbek advertising increasingly takes in foreign short forms and adapts them to local use. Sharipova notes that abbreviation is one of the most dynamic mechanisms in contemporary Uzbek language development, especially under the pressure of globalization and speech economy. Because of that, a comparison of English and Uzbek material helps show how one linguistic device can serve different communicative needs in two language environments.

Literature Review. Recent studies give a useful base for this topic. Edouihri studies advertising discourse from the angle of power and persuasion⁴⁴. That research uses critical discourse analysis and shows that the verbal part of advertising still has a strong role in shaping meaning and influence.

Maklakova, Khovanskaya, Pratchenko, and Shamina examine English advertising discourse and show that advertisers use many linguistic devices to look attractive and acceptable in public space⁴⁵. Berdimuratov gives the closest study to the present theme⁴⁶. The article uses a mixed qualitative framework and compares abbreviation use in English and Karakalpak advertising. The results show that English advertising uses acronyms, initialisms, blends, and hybrid forms creatively, while the local corpus uses more functional and borrowed forms.

Sharipova studies foreign abbreviations in Uzbek and explains how such forms become part of Uzbek lexical practice⁴⁷. The article gives practical examples such as “IT company” and “VIP guest” and even the mixed form “VIP-shaxs.” That result is very useful for the present research because Uzbek advertising often uses exactly this kind of adapted form. Another recent Uzbek source in *The Lingua Spectrum* states that advertising discourse actively uses slang, abbreviations, and colloquial forms to bring speech closer to everyday language. This point supports the idea that abbreviations are functional tools, not random ornaments.

Kaprálíková studies abbreviations in business jargon and shows that abbreviation processes grow under the pressure of speed, technology, and linguistic economy⁴⁸. Even though the corpus is business communication and not

⁴⁴ Edouihri, Aymane. “The Discourse of Advertising: The Power of Language.” *International Journal of Research in Education Humanities and Commerce*, vol. 5, no. 1, 2024, doi:10.37602/IJREHC.2024.5101.

⁴⁵ Maklakova, Natalia Vasilyevna, et al. “English Language Standards and Diversity in Advertising Discourse: Cultural Preferences.” *Journal of Research in Applied Linguistics*, vol. 14, special issue, 2023, pp. 96-100.

⁴⁶ 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.

⁴⁷ Sharipova, Mutabarjon Kamolovna. “Foreign Abbreviations in Uzbek: Adaptation, Influence, and Linguistic Evolution.” *Innovation in the Modern Education System*, vol. 4, no. 7, 2023, pp. 35-42.

⁴⁸ Kaprálíková, Ivana. “Abbreviations as a Modern Phenomenon in Business Jargon.” *CASALC Review*, 2025.

advertising only, the conclusions are still valuable because advertising language often borrows business, technology, and marketing short forms such as “WOM,” “UV,” or “SMART.” For that reason, the literature shows a clear research line: abbreviations save space, support memorability, and can also add prestige, science-like tone, and market identity.

Methodology. The article uses a qualitative comparative method. The main material is taken from recent published studies on advertising discourse and abbreviation use. Close reading is used for the examples reported in those studies. Discourse analysis is used to explain how each abbreviation works in context. Comparative analysis is used to compare the English and Uzbek sides. The method is simple: first, examples are grouped by function; second, each example is read in context; third, similarities and differences are explained in plain terms.

The analysis pays attention to four functional points: space-saving function, attention-grabbing function, prestige or modernity function, and clarity function. English examples are taken mainly from Berdimuratov and from recent studies on English advertising language. Uzbek examples are taken mainly from Sharipova and from recent Uzbek studies that describe advertising discourse and the adaptation of foreign short forms. No invented data is added. Only real examples reported in published sources are used in the discussion.

Analysis and Discussion. Berdimuratov lists common English advertising forms such as “AI,” “VIP,” “Wi-Fi,” “UV,” “Eco-friendly,” “24/7,” and “4K,” and also notes stylistically loaded forms like “SMART,” “LITE,” and “PRO.”⁴⁹ This group shows the strongest English pattern. Many of the forms are very short, visually strong, and easy to notice. Some forms, such as “4K” and “Wi-Fi,” are linked to technology. Some forms, such as “VIP” and “PRO,” are linked to status and quality. “24/7” suggests constant service in a very small space. “SMART” and “LITE” look modern and active. A full phrase would be longer and weaker on a banner or product package. In English advertising discourse, abbreviations do more than shorten language.

Sharipova gives Uzbek examples such as “IT technology,” “IT business,” “IT company,” “IT industry,” “IT specialist,” and also “VIP agency,” “VIP guest,” “VIP room,” and the mixed form “VIP-shaxs”⁵⁰. These examples show adaptation. The English short form remains visible, but the surrounding word combination fits local use. The form is recognized quickly because the abbreviated part is already familiar

⁴⁹ 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. – P.143.

⁵⁰ Sharipova, Mutabarjon Kamolovna. “Foreign Abbreviations in Uzbek: Adaptation, Influence, and Linguistic Evolution.” *Innovation in the Modern Education System*, vol. 4, no. 7, 2023, pp. 35-42.

in public language. At the same time, the Uzbek or mixed phrase makes the message easier for local readers. The mixed form “VIP-shaxs” is especially important because it shows both borrowing and local reshaping. Uzbek advertising discourse shares the same need for brevity and quick recognition. Still, the main function is often practical clarity, not only stylistic play. Many forms enter Uzbek through technology, services, trade, and public communication. Because of that, Uzbek advertising often receives English short forms first and then adjusts them. Functional similarity is clear in economy and memorability. Functional difference is clear in degree: English often uses abbreviations as branding style, while Uzbek often uses them as adapted informative units.

A recent Uzbek study in “The Lingua Spectrum” states that advertising discourse actively uses abbreviations and colloquial forms as a way of bringing speech closer to colloquial language. This statement helps explain why short forms feel natural in many ads. A very formal sentence can sound distant. An abbreviated form can sound fast, familiar, and close to everyday speech. That quality is useful in online ads, shop signs, and youth-oriented promotion. Here a strong similarity appears between English and Uzbek. In both languages, abbreviations can reduce distance between brand and customer. The difference is again in scope. English advertising often combines familiarity with prestige and technical glamour. Uzbek advertising more often combines familiarity with convenience and immediate understanding. Local communicative norms still support clearer and more direct wording in many contexts.

Conclusion. The analysis shows that abbreviations are a very active part of advertising discourse in both English and Uzbek. In both languages, short forms save space, speed up reading, and help the message stay in memory. At the same time, the functions are not fully the same. English advertising uses abbreviations more creatively to build modernity, prestige, and brand personality. Uzbek advertising uses many of the same forms, but usually with stronger attention to clarity, adaptation, and local understanding. The comparison also shows the growing influence of global English marketing language on Uzbek advertising practice. Further research can examine a larger corpus of Uzbek digital advertisements and measure which abbreviation types are most common in different product fields.

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