

STAGES OF THE STUDY OF ADVERTISING IN LINGUISTICS: YESTERDAY AND TODAY

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Abstract: This article analyzes the stages of studying advertising from a linguistic perspective. How advertising was formed and developed in the history of mankind, its linguistic features and modern trends are considered. Traditional forms of advertising and modern digital advertising methods are compared, their communicative features and level of effectiveness are evaluated. Also, the linguistic and strategic aspects of advertising texts, methods of influencing the consumer's consciousness, and the stylistic, semantic and pragmatic features of advertising language are extensively analyzed. The development of advertising in today's digital environment, personalization through artificial intelligence and algorithms, and the importance of contextual advertising are also covered in detail.

Keywords: linguistics, stages of development of advertising, communicative features, linguistic analysis, advertising text, marketing strategies, artificial intelligence, consumer psychology.

Introduction: Advertising has become an integral part of our lives in modern society. Advertising, which makes up a large part of the daily information flow, has a significant impact on the human mind and consumer decisions. Advertising deserves special attention not only as an economic tool, but also as a linguistic phenomenon. Its formation, development and analysis are also important issues from a linguistic point of view, and include strategies for attracting and persuading the audience through words, phrases and text.

This article studies the state of advertising yesterday and today from a linguistic point of view. First, the stages of historical development of advertising, its initial forms and changes in language elements are analyzed. Then the modern advertising language, its linguistic features, stylistic and pragmatic approaches are studied. In particular, the development of digital advertising, personalization using artificial intelligence and algorithms, and the combination of visual and text advertising methods are analyzed.

The relevance of the article is that currently the advertising industry is developing rapidly, and the use of new technologies and linguistic methods is expanding. Therefore, the scientific study of advertising language and its transformation processes, determination of its effectiveness and evaluation based on linguistic principles are one of the urgent issues. This study allows for an in-depth study of the linguistic analysis of advertising texts, identification of its methods of influencing the consumer, and prediction of future trends in advertising development.

Main part: Advertising has a long history as a means of attracting an audience, promoting a product or service. It is not only an economic and marketing phenomenon, but also a phenomenon that requires in-depth analysis from a linguistic point of view. Research on advertising within the framework of linguistics includes such diverse areas as phonetics, lexicology, stylistics, pragmatics, and semiotics.

Linguistics pays attention to the following factors when analyzing advertising texts:

- Lexical-semantic aspect - words and phrases used in the advertising text, their semantic transfer and connotative properties.
- Stylistic features - the use of metaphor, hyperbole, euphemism and other stylistic techniques in advertising.
- Pragmatic factors - the ways in which the advertising text influences the consumer, the dialogical approach and the level of interactivity.
- Semiotic aspects - the system of signs and the role of visual elements in advertising.

Advertising has gone through various stages throughout human history. The stages of development of advertising are analyzed below:

The first forms of advertising appeared in ancient civilizations. For example, in the Egyptian and Roman empires, stone inscriptions, advertisements for merchants, and verbal advertising were widespread. In the Middle Ages, notices posted in markets and public places became popular. With the development of print media, advertising has reached a new level. Newspapers and magazines began to publish commercials. In the first half of the 20th century, the widespread use of radio advertising led to a new form of advertising language.

With the development of television technologies, visual advertising has become popular. The combination of linguistic and visual elements in video advertising has further increased the effectiveness of advertising.

Today, advertising is actively developing not only in traditional formats, but also in the digital environment. The development of digital advertising has changed its linguistic and communicative characteristics.

Internet and artificial intelligence technologies have created new forms of advertising language. Content personalization, contextual advertising, chatbots and automated advertising systems serve to establish closer contact with the consumer.

Social networks (Facebook, Instagram, TikTok, Twitter) require advertising language to be interactive and concise. It is important that advertising texts on these platforms are short, clear and visually attractive.

Modern advertising texts include the following styles:

Emotional and figurative language - used to make an emotional impact on the consumer.

Simplified and popular style - short and clear words are used so that the consumer can quickly understand.

Interactive and call-to-action phrases - phrases that encourage the customer to take action, such as "Buy now!", "Expiration date is approaching!", are widely used.

Advertising text is analyzed from both a semiotic and pragmatic perspective.

Semiology - studies the system of signs in advertising text. Colors, symbols, sounds and other means in advertising affect the consumer's consciousness. For example, red has the property of attracting attention and encouraging urgent action, while blue evokes a feeling of reliability and calmness.

The pragmatic aspect of advertising language studies how it affects the consumer. This approach studies how advertising texts are structured in accordance with the needs and values of the audience.

With the development of technology, the advertising industry is changing even more. In the future, the following trends may affect the language of advertising: Artificial intelligence-based advertising - the creation of automated, consumer-oriented advertising; Virtual and augmented reality (VR & AR) advertising - the development of advertising formats based on interactive



experiences; Emotion-detecting algorithms - types of advertising that are adapted to the mood of the consumer; Eco-advertising - the popularization of advertising content aimed at preserving green energy and the ecological environment.

The language of advertising is constantly changing, adapting to the needs and technological capabilities of consumers. Historically, advertising has moved from oral form to print, radio, television and finally digital formats. Linguistically, advertising texts have become simpler, more expressive and personalized. Today, interactivity, emotional appeal and the use of artificial intelligence tools are becoming the main features of advertising language. Therefore, in the future, the field of advertising is expected to develop further and become more deeply integrated with linguistic approaches.

Conclusion: Advertising is not only a commercial tool, but also a linguistic phenomenon that is an integral part of society and culture. This article analyzes the stages of development of advertising from a linguistic perspective, its communicative, semiotic and pragmatic aspects.

According to the results of the analysis, the language of advertising has undergone significant changes in the process of historical development. Starting from the initial oral forms of advertising, a transition was observed through print, radio and television advertising to modern digital and interactive advertising formats. From a linguistic point of view, advertising texts have become simpler, have acquired short, concise and emotionally effective phrases designed to quickly attract the attention of consumers.

Today, advertising performs not only an informative, but also a manipulative function. Its lexical-semantic, stylistic and pragmatic aspects are aimed at directly influencing the consumer and arousing in him the desire to make a certain purchase or perform a certain action. From a semiological point of view, the combination of advertising language with visual and audio elements is an important factor increasing the effectiveness of advertising.

Modern digital advertising is developing using personalized content, contextual advertising and artificial intelligence technologies. In the future, technologies such as artificial intelligence, augmented and virtual reality will give impetus to the further development of advertising language.

This study shows that the change in advertising language is not only associated with technological progress, but is also closely related to social and cultural factors. Therefore, an in-depth study of the linguistic aspects of advertising language, an analysis of its development trends and the development of new communicative methods remains one of the urgent issues for the fields of linguistics and marketing.

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