

**COMPARATIVE ANALYSIS AND PROBLEMS OF TRANSLATION OF ADVERTISING TEXTS IN ENGLISH AND UZBEK LANGUAGES*****Mohinur Baratboyevna Nizomova****PhD in Philology, Associate Professor**Head of the Practical English Department, Qarshi State University  
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**Key words:** Advertising translation, English-Uzbek advertising, linguistic barriers, cultural differences, localization, creative adaptation, idiomatic expressions, advertising strategies, cross-cultural communication, marketing texts.

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**Abstract:** Advertising plays a pivotal role in modern society as a powerful tool for promoting products and services. However, translating advertising texts between English and Uzbek poses significant challenges due to linguistic, cultural, and stylistic differences. English advertising is often characterized by brevity, emotional appeal, and creativity, while Uzbek texts emphasize traditional values, familial bonds, and cultural identity.

This article explores the unique features of English and Uzbek advertising texts, highlights the linguistic and cultural barriers in their translation, and presents a contrastive analysis of grammatical and stylistic elements. It also discusses common translation issues, such as idiomatic expressions and metaphors, which often lack direct equivalents in Uzbek.

**INGLIZ VA O'ZBEK TILLARIDAGI REKLAMA MATNLARINI TARJIMA QILISHNING QIYOSIY TAHLILI VA MUAMMOLARI*****Mohinur Baratboyevna Nizomova****Filologiya fanlari bo'yicha falsafa doktori (PhD), dotsent**Amaliy ingliz tili kafedrasi mudirasi**Qarshi davlat universiteti**Qarshi, O'zbekiston*

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**Kalit so'zlar:** Reklama tarjimasi, inglizcha-o'zbekcha reklama, til to'siqlari, madaniy farqlar, lokallashtirish, ijodiy moslashtirish, idiomatik iboralar, reklama strategiyalari, madaniyatlararo muloqot, marketing matnlari.

**Annotatsiya:** Reklama zamonaviy jamiyatda mahsulotlar va xizmatlarni targ'ib qilishning kuchli vositasi sifatida muhim rol o'ynaydi. Biroq, ingliz tilidagi reklamalarni o'zbek tiliga tarjima qilishda til, madaniyat va uslubdagi farqlar sababli jiddiy muammolar yuzaga keladi. Inglizcha reklama matnlari odatda qisqaligi, hissiy ta'siri va ijodkorligi bilan ajralib turadi, o'zbekcha matnlar esa an'anaviy qadriyatlar, oilaviy rishtalar va madaniy o'zlikni ta'kidlashga urg'u beradi.

Mazkur maqolada ingliz va o'zbek reklamasi matnlarining o'ziga xos xususiyatlari o'rganilib, ularni tarjima qilishdagi til va madaniy to'siqlar yoritiladi hamda grammatik va uslubiy elementlarning qiyosiy tahlili taqdim etiladi. Shuningdek, maqolada idiomatik ifodalar va metaforalar kabi tarjimada ko'p uchraydigan muammolar muhokama qilinadi, chunki ularning o'zbek tilida to'g'ridan-to'g'ri muqobillari mavjud emas.

**СРАВНИТЕЛЬНЫЙ АНАЛИЗ И ПРОБЛЕМЫ ПЕРЕВОДА РЕКЛАМНЫХ ТЕКСТОВ НА АНГЛИЙСКОМ И УЗБЕКСКОМ ЯЗЫКАХ***Мохинур Баратъбоевна Низомова**Кандидат филологических наук, доцент**Заведующая кафедрой практического английского языка**Каршинский государственный университет**Карши, Узбекистан**Нусратулло Хидоятлов**Студент**Деновский институт предпринимательства и педагогики**Денов, Узбекистан***О СТАТЬЕ**

**Ключевые слова:** Перевод рекламы, англо-узбекская реклама, языковые барьеры, культурные различия, локализация, креативная адаптация, идиоматические выражения, рекламные стратегии, межкультурная коммуникация, маркетинговые тексты.

**Аннотация:** Реклама играет важную роль в современном обществе как мощный инструмент продвижения товаров и услуг. Однако перевод рекламных текстов с английского на узбекский язык представляет значительные трудности из-за языковых, культурных и стилистических различий.

Английская реклама, как правило, отличается краткостью, эмоциональной привлекательностью и креативностью, тогда как узбекские тексты подчеркивают традиционные ценности, семейные узы и культурную идентичность.

В данной статье рассматриваются уникальные особенности английских и узбекских рекламных текстов, освещаются языковые и культурные барьеры при их переводе, а также проводится контрастивный анализ грамматических и стилистических элементов. Обсуждаются распространённые проблемы перевода, такие как идиоматические выражения и метафоры, которые часто не имеют прямых аналогов в узбекском языке.

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## Introduction

Advertising occupies an important place in modern society, acting as a powerful tool for promoting goods and services. Its main task is to attract attention, arouse interest and induce the target audience to take action. However, translation of advertising texts is a complex process that requires not only a deep knowledge of the language, but also an understanding of the cultural peculiarities of the target audience. Translation between English and Uzbek is particularly challenging. English texts are often oriented towards the global market and are characterized by brevity, emotionality and vigor. In contrast, Uzbek advertising texts emphasize traditional values, family values and national identity. This article discusses the key features of advertising texts, analyzes the difficulties of their translation and suggests ways to overcome them.

An advertising text is a form of communication that combines informativeness with emotional impact. The main purpose of such texts is to create a positive impression of the product and encourage the consumer to buy. English advertising is characterized by brightness, brevity and the use of creative elements such as:

Slogans: Short and memorable, such as "Just do it" (Nike).

Wordplay: Puns and double meanings, as in "Obey Your Thirst" (Sprite).

Direct call to action: Dynamic phrases that aim for an immediate response.

These elements create an energetic and persuasive image characteristic of English language advertising. Uzbek advertising texts are oriented towards family and national values. The main characteristics are:

Use of proverbs and sayings: For example, "Mehnat Qilsang - mevasini yiysan" ("If you work hard, you will eat fruit").

Respectful style: Frequent use of forms of respect, such as "xurmatli" ("respected").

Emotional connection: Emphasis on harmony, tradition and trust, e.g. "Oilaviy orzuvingizni rōyobga chiqaring" ("Realize the family dream").

Translation of an advertising text cannot be word-for-word, as this leads to a loss of meaning and emotional impact. For example, the slogan "The happiest place on Earth" (Disneyland) may be misunderstood in the Uzbek context, where happiness has other associations.

Advertising texts often contain cultural elements such as humor, metaphors, and social norms. English texts often emphasize freedom and individualism, whereas Uzbek audiences value collectivism and family values.

English phraseological expressions and metaphors often have no direct equivalents in Uzbek. For example, the expression "Finger-licking' good" (KFC) causes bewilderment in literal translation and requires adaptation.

#### Comparison of grammatical constructions

English advertising texts make extensive use of dynamic constructions, such as the active voice: "We deliver happiness". Uzbek texts more often use impersonal forms and passive voice, creating a more formal and respectful tone.

#### Differences in stylistics

English texts are built on brevity and forceful expressions, while Uzbek texts prefer softness and respectful communication. Example: the slogan "Think Different" (Apple) is adapted as "O'zgacha O'yla" to fit the local context.

#### Case studies

Successful example: The slogan "Open Happiness" (Coca-Cola) is adapted as "Shodlikka yo'l oching", maintaining the emotional message.

Unsuccessful example: The literal translation of "Melts in your mouth, not in your hands" (M&Ms) caused confusion among the Uzbek audience.

Localization implies adapting the text to the cultural and social characteristics of the audience. For example, the use of national symbols and traditional images makes the advertisement closer to the Uzbek consumer.

The translator should not only translate the text, but also re-create it in order to retain the original emotional impact. Special attention should be paid to slogans and metaphors.

Modern tools such as artificial intelligence can facilitate text analysis, but creativity and cultural knowledge remain key to successful translation.

Advertising serves as a powerful instrument in shaping consumer behavior and influencing purchasing decisions. The significance of advertising texts extends beyond mere promotional efforts, as they are designed to engage the audience, create emotional responses, and, ultimately, stimulate demand for products and services. However, translating advertising texts from one language to

another, particularly between languages as culturally and structurally distinct as English and Uzbek, presents a complex set of challenges. This article delves into the comparative analysis of advertising texts in English and Uzbek, while addressing the multifaceted translation issues that arise in this cross-linguistic context.

#### Characteristics of Advertising Discourse

Advertising texts are inherently performative; they are not just informative but strategically designed to provoke action, be it purchasing a product, subscribing to a service, or altering consumer behavior. As such, advertising texts often exhibit distinctive features:

**Conciseness and Clarity:** Advertisements typically rely on brevity, employing concise structures to convey their messages with maximum impact.

**Persuasiveness:** A core feature of advertising is its persuasive intent, utilizing various linguistic strategies to influence the target audience's perceptions and decisions.

**Emotional Appeal:** The creation of emotional connections through advertising is central to its effectiveness. This is often achieved through the use of figurative language, hyperbole, and cultural allusions.

**Memorability:** Advertisements are designed to be memorable, making use of linguistic devices such as rhyme, repetition, and alliteration to ensure that the message resonates with the audience.

Both English and Uzbek, though linguistically distinct, share the fundamental objectives of advertising discourse. However, their inherent differences in syntax, semantics, and cultural practices necessitate a nuanced understanding when translating advertising texts from one language to the other.

English and Uzbek differ significantly in their lexical and syntactic constructions, which influence how advertising messages are communicated. English, as a Germanic language, often relies on a Subject-Verb-Object (SVO) sentence structure, whereas Uzbek, a Turkic language, predominantly employs a Subject-Object-Verb (SOV) word order. This structural divergence presents challenges in maintaining both the grammatical integrity and persuasive force of the message during translation. For example, an English slogan such as "Discover the difference" may require substantial syntactic rearrangement in Uzbek to retain its natural flow and impact. The directness and brevity characteristic of English advertisements must often be softened or restructured in Uzbek to align with the expectations of the target audience, which may favor more polite or formal expressions. Additionally, the use of compound and phrasal verbs in English advertising, such as "get ahead" or "take the lead", may not have straightforward equivalents in Uzbek, which requires translators to either find analogous expressions or rephrase the concept in a way that preserves its original persuasive power.

Cultural context plays a pivotal role in the translation of advertising texts, as advertising is intrinsically linked to cultural values and social norms. Advertising slogans and messages often evoke specific cultural references that may not translate directly between languages. English advertisements often capitalize on individualism, directness, and humor, reflecting Western cultural ideals. In contrast, Uzbek advertising, influenced by its Central Asian cultural context, tends to prioritize collectivism, respect, and humility.

For instance, an English advertisement that employs a phrase like “Be your own boss” resonates with the value of individual autonomy, which is a prominent theme in Western cultures. Translating this to Uzbek, where societal norms place a greater emphasis on family and community, may require rewording the slogan to emphasize collective success or respect for authority figures, such as “Together, we achieve success” or “Respect leads to progress”. Such adaptations ensure that the translated message aligns with local cultural values while maintaining its persuasive intent.

Moreover, humor is often used in English advertisements as a tool for engaging consumers. However, humor is culturally specific, and what may be humorous in one culture could be perceived as inappropriate or nonsensical in another. The translator must be adept at identifying culturally sensitive areas where humor might need to be altered or replaced with other persuasive strategies, such as emotional appeal or pathos.

Advertising texts, regardless of language, frequently employ figurative language—metaphors, idioms, and hyperbole—as essential tools for conveying complex messages succinctly. These rhetorical devices, however, pose significant translation challenges due to the cross-linguistic and cross-cultural variations in their usage.

In English advertising, idiomatic expressions like “The sky’s the limit” or “A taste of heaven” are common, conveying a sense of limitless potential or excellence. Translating these idiomatic expressions into Uzbek requires careful consideration of the cultural and linguistic context, as Uzbek idiomatic expressions may carry different connotations or may not exist in the same form. The translator must either find an equivalent Uzbek idiom or reformulate the expression to retain its emotional and persuasive impact. For example, the English metaphor “It’s a game changer”—used to describe something that dramatically alters a situation—may not have a direct counterpart in Uzbek. The translator might opt to render this as “This is a revolution” or “This will change everything”, both of which retain the metaphorical impact while aligning with the Uzbek linguistic and cultural framework.

One of the core challenges in translating advertising texts is ensuring both semantic equivalence (the accurate transmission of meaning) and pragmatic equivalence (the preservation of the intended effect on the target audience). The translator must be able to identify the primary message of the

advertisement and consider how it will resonate with the target culture. This often involves not just linguistic translation, but cultural adaptation or localization.

For instance, a product advertisement in English may use culturally specific terms or references to Western brands, products, or societal trends. In translating these texts into Uzbek, the translator might need to substitute these elements with locally relevant equivalents, thereby maintaining the effectiveness of the message.

Due to the inherently persuasive nature of advertising, a literal translation is often insufficient. The translator must be creative and employ strategies such as localization to ensure that the advertisement's persuasive impact is not lost in translation. Localization involves adapting the message, tone, and even visual elements of the advertisement to align with the cultural and linguistic expectations of the target audience. For example, a global brand's advertisement might highlight the notion of luxury through references to high-end Western fashion or cars. In translating this advertisement into Uzbek, the translator might choose to emphasize locally recognized symbols of luxury and sophistication, such as traditional crafts or regional landmarks, to enhance the relatability and

The increasing prevalence of digital media and e-commerce has introduced new challenges in the translation of advertising texts. The advent of terms related to technology, innovation, and online marketing has created a need for accurate, specialized vocabulary. In this regard, the translator must be well-versed not only in general language proficiency but also in the specific terminology of the field.

The translation of technical terms, particularly those related to technology, digital marketing, and consumer products, requires a deep understanding of both the source and target languages' lexicons. Moreover, new technological terms may need to be coined in the target language, which involves ensuring that the newly created terms are both intelligible and widely accepted by the target audience.

The translation of advertising texts between English and Uzbek involves navigating a range of linguistic, cultural, and pragmatic challenges. Successful translation requires more than just the transfer of meaning; it necessitates a careful balance of linguistic accuracy and cultural sensitivity. By employing strategies such as localization, creative adaptation, and precise term selection, translators can ensure that advertising texts retain their persuasive power and emotional appeal across languages and cultures. The dynamic and complex nature of advertising, combined with the differences between English and Uzbek, underscores the importance of both linguistic expertise and cultural insight in the translation process. Through thoughtful and strategic translation, advertisements can effectively bridge linguistic divides, ensuring that messages resonate with audiences regardless of their cultural and linguistic backgrounds.



Aspekt	Ingliz Tili	O'zbek Tili	Izoh
<b>Syntactic Structure</b>	Ingliz tilida odatda "Subject-Verb-Object" (SVO) tartibi qo'llaniladi.	O'zbek tilida esa ko'proq "Subject-Object-Verb" (SOV) tartibi ishlatiladi.	Ingliz va o'zbek tillaridagi sintaksis farqi reklama matnini tarjima qilishda sezilarli ta'sir ko'rsatadi. Ingliz tilida matn qisqa va sodda bo'lsa, o'zbek tilida so'zlar tartibini o'zgartirish va kengroq ifodalash zarur bo'ladi.
<b>Simplicity and Conciseness</b>	Ingliz tilidagi reklama matnlarida qisqalik va aniq xabar berish asosiy o'rin tutadi.	O'zbek reklamalari ko'proq rasmiy va odobli ifodalar bilan taqdim etiladi.	Ingliz tilidagi reklamalarda qisqa va to'g'ridan-to'g'ri so'zlar ishlatiladi, ammo O'zbek tilida bu matnlar ko'proq formallik va odobni hisobga olgan holda tarjima qilinadi. Bu, ayniqsa, jamoat orasidagi hurmat va ijtimoiy normalarga hurmatni talab qiladi.
<b>Cultural References</b>	Ingliz tilidagi reklama matnlari ko'pincha individualizm va G'arbiy qadriyatlarni aks ettiradi.	O'zbek tilida esa jamoaviylik va oila qadriyatlariga alohida e'tibor beriladi.	Ingliz tilidagi reklamalarda shaxsiy erkinlik va individual yutuqlar ta'kidlanishi mumkin, masalan, " <i>Be your own boss</i> ", bu esa O'zbek tilida jamoa va oila qadriyatlarini ko'zda tutgan holda " <i>Birgalikda muvaffaqiyatga erishamiz</i> " tarzida o'zgartirilishi kerak bo'ladi.
<b>Humor and Directness</b>	Ingliz tilidagi reklamalarda kulgi va to'g'ridan-to'g'ri murojaat qilish keng qo'llaniladi.	O'zbek tilidagi reklamalarda kulgi kamroq ishlatiladi va u ehtiyotkorlik bilan qo'llanilishi kerak.	Ingliz tilidagi reklama matnlarida ko'pincha hazil va samimiylik bilan muloqot quriladi. Biroq, O'zbek tilidagi reklamalarda bu ko'proq ehtiyotkor va hurmatga asoslangan bo'lishi kerak. Humorni madaniy kontekstga moslashtirish, reklamaning maqsadga muvofiqligini ta'minlashda yordam beradi.
<b>Metaphors and Idioms</b>	Ingliz tilida ko'plab metaforalar, masalan " <i>The sky's the limit</i> " yoki " <i>A taste of heaven</i> " ishlatiladi.	O'zbek tilida bunday metaforalarni to'g'ridan-to'g'ri tarjima qilish qiyin bo'lishi mumkin, shuning uchun ular o'zbekcha ekvivalentlari bilan almashtiriladi.	Ingliz tilidagi reklama matnlarida ishlatiladigan tasavvur va iboralar o'zbek tiliga to'g'ridan-to'g'ri o'girilganda ma'noni yo'qotishi mumkin. Masalan, " <i>The sky's the limit</i> " degan ifodani O'zbek tilida " <i>Chegarasiz imkoniyatlar</i> " deb o'zgartirish talab qilinadi.



<b>Tone and Style</b>	Ingliz tilida reklama matnlari odatda jonli, to'g'ridan-to'g'ri va energiya bilan to'ldirilgan bo'ladi.	O'zbek tilida reklama matnlarida ko'proq hurmat, muloyimlik va rasmiylik ta'kidlanadi.	Ingliz tilidagi reklama matnlarida kuchli va energiya bilan to'ldirilgan uslub ishlatiladi. O'zbek tilida esa, ayniqsa professional va tijorat reklamalari uchun, rasmiy, muloyim va hurmatli uslubga e'tibor qaratish muhim.
<b>Slogans and Catchphrases</b>	Ingliz tilida shiorlar qisqa, esda qolarli va jozibador bo'ladi.	O'zbek tilida reklama shiorlari ko'pincha uzunroq va batafsil bo'lishi mumkin.	Ingliz tilidagi shiorlar qisqa va oson eslab qolinishga mo'ljallangan, ammo O'zbek tilida bunday shiorlarni nafaqat mazmunan, balki uzunlik jihatidan ham moslashtirish kerak bo'ladi. Bunda ayniqsa auditoriyaga ma'qul bo'lishi uchun so'zlarni qayta tuzish zarur.
<b>Lexical Choices</b>	Ingliz tilida "luxury", "premium", "exclusive" kabi so'zlar keng tarqalgan.	O'zbek tilida bunday so'zlar to'g'ridan-to'g'ri mavjud bo'lmazligi mumkin, shuning uchun inglizcha so'zlar yoki so'z birikmalarini ishlatish kerak.	Ingliz tilidagi reklama so'zlari juda ko'p bo'lsa-da, o'zbek tiliga moslashtirilgan va keng tarqalgan so'zlar ba'zan mavjud emas. Shuning uchun yangi atamalar yaratish yoki inglizcha so'zlarni qabul qilish zarur.
<b>Hyperbole</b>	Ingliz tilidagi reklamalarda haddan tashqari maqtovlar va bo'rttirishlar keng qo'llaniladi.	O'zbek tilida esa bu kabi haddan tashqari bo'rttirishlar ehtiyotkorlik bilan ishlatiladi.	Ingliz tilidagi reklamalarda "eng yaxshisi" yoki "dunyodagi eng yaxshi" kabi iboralar ko'p ishlatilsa, O'zbek tilida bunday maqtovlarni ehtiyotkorlik bilan ishlatish va ularni yanada moslashtirish zarurati mavjud.
<b>Product Terminology</b>	Ingliz tilidagi reklamalarda mahsulot terminlari, masalan "luxury" yoki "cutting-edge" kabi so'zlar ko'p ishlatiladi.	O'zbek tilida bu kabi maxsus atamalarni tarjima qilishda ehtiyotkorlik va moslashtirish talab etiladi.	Ingliz tilidagi reklama matnlarida ko'pincha yangi texnologiyalar yoki mahsulot turlariga oid maxsus terminlar ishlatiladi. O'zbek tilida bu terminlarni tushunarli qilish uchun ba'zan ularni moslashtirish yoki yangi atamalar yaratish kerak bo'ladi.

## Conclusion

Translating advertising texts between English and Uzbek is a challenging but interesting task. The main difficulties are related to linguistic and cultural differences as well as the need to adapt stylistic elements. Successful translation requires in-depth analysis, creativity and cultural knowledge. The use of localization, flexible strategies and modern technologies can significantly increase the effectiveness of advertising campaigns adapted for Uzbek audiences, while preserving their original idea and message.

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