

## **CULTURAL DIFFERENCES IN UZBEK AND ENGLISH MAGAZINE ADVERTISING: A PRAGMATIC APPROACH**

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### **ABSTRACT**

*The purpose of this study is to explore the cultural differences in advertising between Uzbek and the United States of America. Two different samples of print magazine advertisements were taken from beauty magazines published in Uzbek and America to determine how much, if any, localization is occurring in Uzbek media.*

**Key words:** *content analysis, pragmatics, reason and tickle advertising, localization, discourse variables, persuasion, conjunctive adjuncts, politeness, Gricean maxims, implicature, Uzbek, magazines, advertising culture, cultural dimensions*

### **INTRODUCTION**

The analysis of persuasion frequently begins with Aristotle. For Aristotle, persuasion was a high art that comprised three different components: logos (logic), ethos (credibility) and pathos (emotion). In his book, *Rhetoric*, Aristotle writes:

There are, then, these three means of effecting persuasion. The man who is to be in command of them must, it is clear, be able (1) to reason logically, (2) to understand human character and goodness in their various forms, and (3) to understand the emotions—that is, to name them and describe them, to know their causes and the way in which they are excited. It thus appears that rhetoric is an offshoot of dialectic and also of ethical studies.

Aristotle's definition of persuasion and rhetoric has been invoked throughout the ages in numerous fields of study, and scholars in the present day view appeals to reason and emotion as an integral part of persuasive discourse. Fields such as writing, pedagogy, public speaking, advertising, history, and politics all widely study persuasion and its effects on men and women.

### **RESEARCH METHODOLOGY**

The term localization is claimed by various fields, such as economics, medicine, and biology, to denote different meanings and concepts. However, in general, localization can be defined as the action or fact of making something local in character, or of adapting something for a local audience or market. (Localization). Within linguistics, the concept of localization can actually be found through several

different phrases in the discipline, including the terms communicative translation, cross-cultural communication or just straight cultural transplantation to discuss the issue of localizing texts.

## **DISCUSSION**

One of the most popular mediums in which to look for localization differences among advertisements is a women's fashion or beauty magazine. Since the ideals of beauty significantly change according to country and nationality, international fashion and beauty magazines have to highly localize their content in order to appeal to several different regional demographics (Machin & Leeuwen, 2005). For example, Xie and Zhang (2013) noted that in Asian markets, the ideal skin tone is viewed as white and pale, while the ideal skin tone in America is viewed as tan, bronzed, or sun-kissed. Xie and Zhang coded skin beauty advertisements taken from the US and Chinese editions of *Cosmopolitan* and *Vogue* magazine for model skin color and product descriptions. The study found that the US edition of *Cosmopolitan* featured models with significantly darker skin tones than the Chinese edition. While this study focused more on the visual differences that localization can produce in advertisements, Iglíkova (2013) looked at the differences in health content among the US, British, and Bulgarian editions of

*Cosmopolitan* magazine and concluded that there are large distinctions in the way that health topics are treated among the three nations. Cultural differences can be found in advertisements from different parts of the world. The problem is that, so far, these differences have only been studied in the light of images or lexical comparisons. There has been little to no research on the effect localization has on other aspects of magazine advertisements, such as pragmatic structure.

Even though the language of advertising has been identified as having a unique linguistic context, there is surprisingly little research devoted to pragmatic structures within advertising.

## **RESULTS**

Therefore, if a researcher wanted to look at advertisements that were only one page in size or smaller, the BNC would not fulfill the scope of the research area. Since large-scale corpora are not available to research advertising, several linguists have made small-scale self-built corpora by collecting their own samples of advertisements to study the language of advertising. One of the earliest scholars to build a corpus of advertising was Paul Bruthiaux. Bruthiaux created a corpus of classified ads taken from newspapers and analyzed the ads for register variation in linguistic structure and syntax (Bruthiaux 1996). He found that certain registers of classified ads had more elaborate linguistic structures than others, but overall, classified ads had

minimal linguistic structure due to space constraints. Conner & Upton (2003) created a corpus of direct mail advertisements. In order to have the corpus be as real as possible, the corpus was created by having people just save all of the “junk mail” that they received in a given period. The data from the corpus enabled the duo to create linguistic profiles of each mail genre that they identified from their research according to a multi-dimensional analysis framework. Zarei & Darani (2013) created a corpus of spam emails that advertised different products and analyzed the structure of those emails according to a rhetorical move framework.

## CONCLUSION

Analyzing genre features of advertising through corpus studies and other methods is important, but without a framework to explain the bigger picture of how these features create effects in consumers, valuable insights will be lost. Certain features of advertising, such as phonology, morphology, lexical innovation, and syntax, have all been studied in detail, however, this study will focus on combining the pragmatic features of advertising in order to learn about the persuasive goals of advertisements.

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