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# THE FORMATION AND DEVELOPMENT OF ADVERTISING DISCOURSE

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**Annotatsiya.** Ushbu maqolada reklma diskursi, uning asosiy maqsadi, shakllanish va taraqqiyot bosqichlari, ularning jamiyatdagi har tomonlama ro‘y berayotgan o‘zgarishlarga bog‘liq holda rivojlanishi haqida so‘z yuritiladi.

**Kalit so‘zlar:** Reklama, reklama diskursi, reklama maqsadi, taraqqiyot bosqichlari, axborot ustunligi, tarixiy aspektlar.

**Аннотация.** В данной статье рассматривается рекламный дискурс, его основные цели, этапы становления и развития, а также их развитие в связи с комплексными изменениями, происходящими в обществе.

**Ключевые слова:** Реклама, рекламный дискурс, цель рекламы, этапы развития, информационное превосходство, исторические аспекты.

**Abstract.** This article examines advertising discourse, its main goals, stages of formation and development, and their evolution in relation to the complex changes occurring in society.

**Keywords:** Advertising, advertising discourse, advertising purpose, stages of development, information superiority, historical aspects.

The primary objective of advertising discourse, namely, influencing the consumer’s consciousness and behavior, did not emerge instantaneously. Rather, in both global and Uzbek linguistic contexts, the history of advertising reflects a series of developmental stages. These stages have evolved in close connection with the economic, social, and cultural transformations of society.

In its earliest phases, the fundamental function of advertising was simply to convey information. Advertisements provided concise and concrete details about a product’s features, price, and point of sale. Later, with the rise of psychology as a widely applied field, advertisers began to emphasize emotional appeal and the construction of a brand image. Ultimately, in contemporary times, advertising has incorporated postmodern and manipulative elements, seeking increasingly to influence the consumer’s subconscious rather than merely their rational decision-making.

1. **The stage of informational dominance.** The earliest phase in the development of advertising discourse is the period of informational dominance, which lasted from the ancient world up to the beginning of the 20th century. During this period, the main purpose of advertising was to provide the consumer with as much clear and detailed information as possible about a product, service, or institution. Although elements of persuasion existed, they played a secondary role.

Wall inscriptions and signs discovered in ancient Roman cities serve as vivid examples of this. According to the research of N. V. Trubnikova and O. O. Saveleva, wooden or stone signboards hung on the facades of shops and service establishments in ancient Rome were among the earliest forms of what we today consider advertising. These signboards conveyed information about the activities of the commercial establishment through texts or images. For example, a stone signboard next to an inn depicted a customer entering the inn and being served (such as having their feet washed or being

offered food)[1]. The main function of such images was not to emotionally attract the customer but to provide clear and visual information about the nature of the service. Some signboards even contained text only, such as: “A hotel is located here. A three-bed room with all amenities.”

The informational dominance of this type of advertising was manifested in the following features: emphasis was placed on the actual characteristics of the product or service; an attempt was made to influence the consumer’s decision-making through logical arguments; and essential information such as the product’s name, qualities, and price was presented as fully as possible. For example, English-language advertisements from this period used slogans such as “The new Coca-Cola: a wonderful tonic and brain stimulant.” In this, emphasis was placed on the functional benefits of the product. J. B. Watson’s (John B. Watson) behaviorist theory laid the groundwork for studying the influence of advertising on human behavior, yet even in this framework the primary focus remained on the functional characteristics of the product [2].

In Uzbek linguistics, research on the historical aspects of advertising discourse is still insufficient. Although extensive work has been carried out in Russian linguistics in this area [3], the historical stages and linguistic features of advertising in our national press have yet to be studied in depth. One of the few works in this field is Sh. Xoliqulova’s research based on the example of the newspaper Turkiston viloyatining gazeti [4]. However, examining the subject more broadly, namely, in connection with the Turkic national press and specifically the Uzbek national press makes it possible to shed light on the history of imperative expressions in early national advertisements.

When analyzing Taraqqiy (1906)—considered the first national newspaper in the full sense of the term—and the publications that followed it, it becomes evident that the majority of the advertisements they contained belonged to the newspapers themselves. There are several key reasons for this:

1. Weak industrial and national production. During the Jadid period, industrial production in Turkistan was underdeveloped, and there were very few products available to advertise.

2. Lack of familiarity with advertising. Neither producers nor consumers had yet formed habits of using or responding to advertisements.

3. The press itself needing advertisement. Most importantly, the sector that felt the greatest need for advertising at the time was the national press itself. For instance, in the very first issue of Taraqqiy (January 10, 1906), the newspaper’s prices and the rate card for announcements were published. Alongside its slogan “Najot: maslakda sabot; to‘g‘riliqni ijobat”—the newspaper clearly described itself as a scientific, literary, political, educational, and commercial publication. This confirms that the earliest advertisements primarily served an informational function. Details such as where the newspaper could be purchased (from Bozor oqsoqoli Abdulhamidxon and Ilhomjon’s shop) were also directed at this very purpose.

Similarly, in the Tujjor newspaper (September 4, 1907), clear information was provided regarding the newspaper’s prices, the cost per line for advertisements, and discounts offered for long-term advertising. At the same time, even in the advertisements of this period, one can observe early imperative expressions and elements aimed at achieving pragmatic communicative goals. A vivid example of this is the advertisement about the translation services of Muhammadjon Ne’matulloh oxund’s late son, Aydarov, published in issues 1–2 of Tujjor (August 21 and 28, 1907). In this advertisement, phrases such as “He is available to translate letters and documents written in various languages...” indicate the specific type of service being offered and its availability. Most interestingly, sentences such as “For pilgrims... with the intention of hoping for spiritual reward, he is willing to write their petitions free of charge and without payment” show that, beyond mere information, pragmatic notions such as religious belief and the promise of spiritual merit were also utilized.

In Jadid-period journalism, socio-political articles also functioned as a form of advertising. For example, in the Tujjor article titled “Afg‘oniston amiri janobi Habibullaxon ahvoloti”, the mention of

the Amir's relevance to Turkistan served to attract the readers' attention. The continuation of the article, however, "advertised" the Amir's interest in modern industry, technology, and technical innovation. This represents one of the earliest forms of covert (indirect) advertising aimed at promoting a particular figure or idea.

Thus, although the origins of advertising in the national press were primarily focused on the transmission of information, over time these publications also began to incorporate hidden (persuasive) aims, including appeals to religious belief, cultural values, and social ideals.

2. **The stage of emotional appeal (Mid-20th Century – 1980s).** During this period, advertisers moved away from purely informational messages and discovered that appealing to the consumer's emotions, personal values, and desires was a far more effective way to increase sales. Scholarly sources on the history of advertising describe this stage through the following key features:

The Psychoanalytic Approach. The "motivational research" method developed by the American psychologist Ernest Dichter aimed to identify consumers' subconscious desires and emotions. According to Dichter, people base their purchasing decisions not on the functional characteristics of a product, but on its symbolic meaning—on the social and psychological image it creates. For example, in advertisements for the Cadillac automobile, the emphasis was placed not on technical specifications but on the car as a means of satisfying the desire for "respect and prestige." By purchasing a Cadillac, the consumer is not merely acquiring an expensive vehicle; rather, they feel as though they are enhancing their social status [5].

The "Slice-of-life" technique**.** In this technique, advertisers focus not on the product itself, but on the pleasant situations and emotions it creates in people's lives. Commercials depict happy moments of an ordinary family or joyful gatherings among friends. The product appears as an inseparable part of these positive experiences. For instance, in Maxwell House coffee advertisements, scenes such as "A Happy Family Morning" or "A Conversation Among Friends" are shown. Here, it is not the taste or price of the coffee that is emphasized, but its symbolic role as an embodiment of affection, warmth, and closeness among people [6].

Creating a brand image. The work of advertising legends such as David Ogilvy and Leo Burnett elevated advertising to the level of an art form and advanced the idea of creating a brand image [7]. A vivid example from American advertising is the transformation of Marlboro cigarettes into a symbol of masculinity, freedom, and adventure. The cowboy figure has no direct connection to the product's functional qualities; rather, it evokes in consumers the desire to emulate a certain idealized image.

During this period, advertising in the territory of Uzbekistan emphasized ideological and educational themes. For example, slogans such as "Cotton — the wealth of the nation" presented cotton not as a simple raw material, but as a symbol of national pride and economic strength. By the 1980s, with the emergence of television commercials, emotional elements became more prominent. For instance, in commercials promoting labor under the slogan "He who works shall prosper," the happy and prosperous life of a hardworking family was depicted.

3. **The postmodern and manipulative stage (1990s – Present).** Contemporary advertising has become more complex and now incorporates diverse discursive strategies. Beyond emotional appeal, it increasingly seeks to influence the consumer's mind covertly. In this stage, manipulation and hidden advertising (product placement) have become widespread. For example, when characters in television series drink a particular brand of beverage or drive a specific car, the purpose is to promote the brand and present it as a natural part of everyday life [8]. With the rise of the internet and social networks, influencer marketing has emerged. In this model, the advertisement is perceived not as information or emotion about a product, but as a recommendation from someone similar to the consumer—significantly increasing the level of trust.

In modern Uzbek advertising, the frequent use of the term "yaqinlaringiz" ("your loved ones") is a vivid example of manipulation grounded in family values and trust. The advertisement does not

focus on the product's properties, but on its role as a means of caring for loved ones. In addition, product placement in contemporary Uzbek films and music videos—such as the visible display of a phone brand in a character's hand—has become increasingly common. Here, advertisers aim not to persuade the consumer directly, but to influence their subconscious.

Thus, the purpose of the advertising text is no longer simply to provide information, but to exert influence and create a psychological basis for certain consumer behaviors. In this process, advertisers employ expressive devices from all levels of language to achieve their aims. Even when an advertisement appears merely informative, it inevitably carries underlying intentions of persuasion and manipulation [9].

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