Journal of Social Sciences and Humanities Research Fundamentals (ISSN: 2748-9345)

Received: 10 May 2026 | Accepted: 02 June 2026 | Published: 30 June 2026

DOI: 10.55640/jsshrf-06-06-21

RESEARCH ARTICLE

The Role of Advertising in Modern Society and The Role of Language in Enhancing Its Effectiveness

Eshqulov Sunnatilla

Doctoral Student, Department of Uzbek Linguistics, Gulistan State University, Uzbekistan

VOLUME: Vol.06 Issue06 2026

PAGE: 109-113

Copyright © 2026 Journal of Social Sciences and Humanities Research Fundamentals, this is an open-access article distributed under the terms of the Creative Commons Attribution-Noncommercial-Share Alike 4.0 International License. Licensed under Creative Commons License a Creative Commons Attribution 4.0 International License.

Abstract

This article pays special attention to the problems of Uzbek linguistics, in particular, the role and effectiveness of advertising in modern society. The purpose of the research is to study the specific features of advertisements based on the analysis of the linguistic characteristics of advertising language and spelling problems. The following scientific analysis methods were used in the study: linguistic description, systemic, statistical, and contextual analysis methods. The linguistic analysis method was utilized in reviewing scientific literature related to the research topic. Statistical analysis was widely applied in studying the place and reflection features of advertisements in external inscriptions in the Uzbek language. Advertisements in the Syrdarya region served as illustrative material for the article.

KEYWORDS

Advertising, word, language, speech (lison), text, spelling, writing, trade, linguistic, non-linguistic, announcement, language features.

INTRODUCTION

In the conditions of a market economy, advertising has become an important marketing tool that ensures the competitiveness of enterprises. In modern society, advertising exerts a significant influence not only on trade processes, but also on the social behavior, worldview, and culture of consumers. In particular, the development of digital technologies has radically changed the content and form of advertising. Therefore, the scientific study of the theoretical foundations, types, and effectiveness of advertising is considered relevant. Especially, the linguistic characteristics of advertisements and their reflection in writing have become one of today's pressing issues. In the era of globalization, the rapid development of information and communication technologies has further expanded the boundaries of advertising distribution. Already developed (major) languages in the world are 'swallowing' smaller languages. Information and communication technologies and the internet system have accelerated this process.

In the development of the state and society, the economy has always played a leading role. Unfortunately, a strong economy inevitably influences the development of language as well. It is no secret to anyone that today's developed and developing economies are exerting their influence on language. No matter how much we strive to preserve the purity of the language, foreign words, especially in advertisements, are seeping in through cracks like 'water' and 'air'.

First, let us pay attention to the historical stages of advertising development. Advertising was formed alongside ancient trade relations. Print media, radio, television, and the internet are considered the main stages of advertising development. In the 21st century, advertising transitioned into a digital format. Since ancient times, advertising has been considered the main

tool managing the trade process and ensuring its effectiveness. Advertising is a unit unlimited in terms of time and space, presented through radio and television, the press, the internet network, and the signboards of organizations and institutions. Advertising is a means of communication that has developed alongside the progress of humanity. Its main purpose is to provide information about products, services, or ideas and to influence consumers.

First period: Ancient advertising, in which the earliest forms of advertising appeared in ancient Egypt, Babylon, Greece, and Rome. Merchants praised their goods and made oral announcements. Announcements written on stone, papyrus, and walls are regarded as the earliest written forms of advertising. Second period: The Middle Ages, where sources note that with the development of trade, advertising through town criers (heralds) was widely used in markets and fairs. In the Middle Ages, artisans promoted their workshops through signs and symbols. Advertising was carried out mainly in oral and symbolic forms.

Third period: Covers the Printing Era (15th–17th centuries). The invention of the printing press gave a major impetus to the development of advertising. Advertising began to spread through newspapers and leaflets. Print advertising created the opportunity to reach the broad public faster, and this method became widespread. Fourth period: During the Industrial Revolution (18th–19th centuries), the increase in the number of enterprises and factories intensified the need for advertising. Commercial advertisements increased in newspapers and magazines. Advertising agencies were established, and professional advertising activity took shape.

Fifth period: The Mass Media Era (20th century). Radio, television, and cinema initiated a new stage of advertising. At the same time, advertising became an important component of marketing strategy. Methods of brand creation and influencing consumer consciousness developed. Marketing is a general concept encompassing the market economy, whereas advertising is a narrower concept compared to marketing. Advertising is used to promote and propagate goods. Advertising can be approached as one of the marketing tools that helps manage sales. A. Pankratov and Y. Bazhenov describe advertising as a means enabling commercial information exchange between the producer, trade, and the buyer. Sixth period: In the Digital Advertising Era (21st century), the internet and social networks brought about radical changes in the field of advertising. Advertising spread widely through search engines, mobile applications, and video platforms. Artificial intelligence, data analytics, and personalized advertising technologies developed, increasing advertising effectiveness.

Regarding the development of advertisements, it can be said that starting from ancient oral announcements, developing through print publications, radio, and television, today advertising has become a global communication tool with the help of the internet and digital technologies. Its development is closely linked to the progress of society, economy, and technology.

LITERATURE REVIEW AND METHODOLOGY

What are the specific features of digital advertising, which is popular and actively used in practice today? How is it reflected in language? The internet and social networks have created new forms of advertising. Digital advertising has further expanded the possibilities of covering a specific audience, conducting statistical analysis, and yielding rapid results. As the prominent linguist N. Mahmudov stated, 'Writing is the attire of language.' We try to deliver our speech to the listener in that attire in an acceptable and appropriate form. Digital advertising is also implemented through this writing. Digital advertising is a form of marketing communication aimed at promoting a product, service, or brand via the internet and digital technologies. It differs from traditional advertising by its interactivity, speed, and ability to accurately measure results.

To evaluate the effectiveness of advertising, linguistic, economic, sociological, and digital analysis methods are applied in combination. We focus on six primary methodological approaches to evaluating advertising effectiveness and their linguistic aspects:

1. Economic Evaluation Method. This method determines the impact of advertising on the financial results of an enterprise. Its main indicators are sales volume growth, profit increase, coverage of advertising costs, and return on investment (ROI). The language of economic evaluation is distinguished by precision, logicality, terminological richness (inflation, investment, profitability, GDP, asset, capital, liquidity), quantitative indicators (percentages, monetary units, indices, coefficients), comparative units (higher, lower, more, less, increased, decreased, more effective), causal connectors (as a result, therefore, consequently), and evaluative terms (effective, sustainable, profitable, harmful, promising, highly

profitable, economically feasible). Logical consistency and formal narration prevail over emotional-expressive expressions.

2. Communicative Evaluation Method. The impact of advertising on consumer consciousness is evaluated by studying memorability, brand recognition, message comprehension, and attitude change toward the product. Communicative evaluation expresses the speaker's positive or negative attitude toward a person, object, event, or situation through language. Its linguistic features include evaluative words (good, wonderful, useful, important, beautiful, bad, harmful, unacceptable), personal opinion markers ('In my opinion, this is a very good decision'), intensifiers (very, extremely, exceedingly, absolutely), modal units expressing certainty or doubt (of course, probably, seemingly, must, should, possible), intonation (where 'Very good!' can be sincere praise or irony), and degrees of comparison (better, best, much more important, slightly negative).

3. Survey and Questionnaire Method. Questionnaires and interviews are conducted to determine consumers' opinions, satisfaction levels, and purchasing intentions regarding advertising. Their language must be simple, understandable, objective, and convenient for the respondent. Questions are formulated concisely without complex terms ('Is the advertisement clear to you?') and neutrally ('What impression did this advertisement leave on you?' instead of 'Did you like this wonderful advertisement?'). Evaluative adjectives (interesting, attractive, reliable, memorable, understandable, impressive), Likert-scale units (liked very much, liked, neutral, disliked, strongly disliked), emotional impact questions, and probability markers (probably, certainly, possible, high probability) are utilized. Double-barreled questions are avoided, and balanced options are provided. Texts that provoke thought and activate cognition have a higher retention rate, as today's consumer favors visually and verbally meaningful texts containing subtle subtext.

4. Experiment (A/B Testing) Method. Two or more linguistic variants of an advertisement are tested on different audiences to compare which yields higher results, especially in digital advertising. Linguistic features in A/B testing include conciseness (Variant A: 'Try our new product' vs. Variant B: 'Try it today!'), testing synonyms, adjectives, and verbs ('buy' — 'order', 'cheap' — 'affordable'), emotional enhancers (wonderful, convenient, unique, reliable, fast), imperative verbs ('Try it!', 'Order now!', 'Buy right now!'), direct addresses ('For you', 'Suitable for you', 'Choose for yourself'), rhetorical questions ('Are you still looking for a convenient solution?'), and comparing calls to action ('More information' vs. 'Find out now!'). Effectiveness is measured via clicks, conversion rates, purchases, and registrations.

5. Observation Method. Consumers' behavior under the influence of advertising is directly observed in natural settings, such as post-advertisement purchases or store visits. Attention-grabbing linguistic units are analyzed: short, bright words ('New!', 'Promotion!', 'Today only!'), simple syntactic constructions over complex sentences, evaluative words (wonderful, unique, reliable, convenient, useful), imperative calls to action, personalized forms, repetition of slogans or brand names, situational appropriateness (e.g., informal, modern units for youth), and harmony between verbal text and visual elements (images, colors, fonts).

6. Web Analytics Method. In digital advertising, specialized analytical tools measure Impressions, Clicks, Click-Through Rate (CTR), Conversion Rate, time spent on site, and Return on Ad Spend / Return on Investment (ROAS, ROI). Because online user attention must be captured quickly, concise phrases ('Buy now!', 'Get more information!'), search keywords ('clothes at cheap prices', 'fast delivery', 'online courses'), action verbs ('Buy', 'Order', 'Register', 'View details'), trust-building words (reliable, guaranteed, safe, quality, official), numerical evidence ('30% discount', 'delivery within 24 hours', 'more than 1000 products'), individualized addresses, and emotional adjectives are employed and compared.

RESULTS

Based on the research, eight primary characteristics of digital advertising were identified: (1) Broad reach (accessing local, national, and international audiences via the internet); (2) Precise targeting (directing ads based on age, gender, location, interests, profession, and online behavior); (3) Interactivity (enabling two-way communication via comments, shares, links, and instant purchases); (4) Measurability of results (analyzing views, CTR, conversions, engagement, and ROI); (5) Speed and flexibility (rapid creation, launch, modification, or pausing of campaigns); (6) Personalization (tailoring content to user needs and interests); (7) Relative cost-effectiveness (lower expenses compared to traditional media, suitable for SMEs); and (8) Diverse advertising formats (banners, search engine ads, social media ads, video ads,

email marketing, mobile ads, and influencer marketing—a strategy of promoting products or services through popular and trusted figures on social networks, derived from the English term 'influencer').

Today, advertising is divided into two branches: traditional advertising (print, television, and radio, with an average history of 150 years) and digital advertising (internet and social media ads). The advantages of digital advertising include covering a wide audience, targeting specific segments, monitoring results in real time, ensuring interactive brand-customer communication, and optimizing advertising budgets.

The comparative linguistic characteristics of the six advertising evaluation methods identified during the study are systematized in the table below:

No.	Evaluation Method	Key Linguistic & Verbal Features	Primary Evaluation Indicators
1.	Economic Evaluation	Exact numbers, financial terms (ROI, GDP, capital), comparative units, causal connectors, formal narration.	Sales volume growth, profit increase, cost recovery, ROI.
2.	Communicative Evaluation	Evaluative adjectives, personal opinion markers, intensifiers, modal words, intonation, degrees of comparison.	Ad memorability, brand recognition, message comprehension, attitude shift.
3.	Survey & Questionnaire	Simple, neutral, objective questions; Likert-scale options; emotional & probability markers; thought-provoking subtext.	Consumer opinion, satisfaction level, purchasing intention.
4.	Experiment (A/B Testing)	Concise variants, synonym/adjective testing, imperative calls to action, direct addresses, rhetorical questions.	Click count, conversion rate, registrations, comparative variant performance.
5.	Observation Method	Short bright catchwords ('New!', 'Sale!'), simple syntax, slogan repetition, youth/target-adapted style, visual-verbal harmony.	Post-ad purchase frequency, store visits, natural consumer reaction.
6.	Web Analytics	Search keywords, action verbs (CTA), trust-building words ('guaranteed'), numerical facts ('30% off'), individualized offers.	Impressions, Clicks, CTR, Conversion Rate, time on site, ROAS/ROI.

DISCUSSION

Evaluating the effectiveness of digital advertising plays a major role in achieving positive outcomes. Advertising effectiveness is assessed based on three primary criteria: increase in sales volume, audience reach, and consumer opinion and behavior. Evaluating effectiveness allows determining how well advertising expenses have paid off, their impact on consumer behavior, and their contribution to enterprise performance.

In evaluating advertising effectiveness, the use of language and speech is critically important. The persuasiveness of an advertisement depends not only on visuals or design, but also on how words are selected and delivered to the audience. The key aspects of linguistic means in advertising include: brevity and clarity (short, understandable text delivering the core idea rapidly); use of impactful words (emotional and motivational units like 'best', 'convenient', 'reliable', 'discount'); creating language tailored to the target audience (adapting word choice and style for youth, children, or specialists); memorable phrases (slogans, rhyme, repetition, wordplay); persuasion (convincingly expressing product benefits and value); and emotional impact (evoking joy, trust, safety, and success).

Furthermore, another phenomenon deserves special emphasis. Modern production, the economy, and competition among enterprises serve to intensify advertising and its forms. In the Uzbek language as well, to attract buyers and capture customers' attention, wide use is made of seminemics (from Greek semon — sign + nemein — to assign) — the art of creating original commercial names and brand titles to identify companies, goods, or services. Combining economic, communicative, sociological, and digital analysis methods enables an accurate assessment of real campaign outcomes and more effective planning of future advertising strategies.

According to the research findings, advertising is a powerful communicative and economic instrument in modern society. A scientifically grounded advertising strategy not only increases corporate profit, but also contributes to societal development. Today, advertising fulfills not only the function of providing information, but also shaping consumer needs, creating brand image, and ensuring competitive advantage in the market.

CONCLUSION

In conclusion, advertising is an important tool in modern society for promoting products and services, attracting consumer attention, and strengthening the market position of enterprises and organizations. The effectiveness of advertising depends directly not only on its visual appearance and technological capabilities, but also on the content, expressiveness, and accurate selection of the language used in it.

Advertising language must be concise, clear, understandable, and memorable, while aligning with the worldview, needs, and cultural characteristics of the target audience. Rational use of impactful words, slogans, figurative expressions, and creative linguistic devices helps advertising remain in the consumer's memory longer. At the same time, adhering to national language norms and properly utilizing linguistic potential elevates advertising culture.

Therefore, language holds strategic significance in increasing the effectiveness of modern advertising. Substantively rich, linguistically accurate, and highly impactful advertising not only sparks interest in a product, but also serves to establish strong communicative contact with the consumer. Hence, in creating advertisements, alongside modern technologies, it is essential to effectively utilize the communicative and persuasive capabilities of language.

REFERENCES

1. Allaberganova N. Linguocognitive features of advertising texts in the Uzbek language: Abstract of PhD diss. in Philology. – Tashkent, 2026. – 26 p.
2. Botirova M. Stylistic-discursive features of advertising in the Uzbek language: Abstract of PhD diss. in Philology. – Termez, 2026. – 28 p.
3. Elistratov V.S., Pimenov P.A. Naming: The Art of Naming: Study Guide. – Omega-L, 2012. – P. 393.
4. Mahmudov N. Pilgrimage of the Subtle Word (Zarif so‘z ziyorati). – Tashkent: Bookmany print, 2025. – P. 100.
5. Pankratov A., Bazhenov Y. Advertising Activity. Textbook. – Moscow, 2001. – P. 8.
6. Law of the Republic of Uzbekistan 'On Advertising'.
7. Kotler, Philip. Marketing Management. 15th ed. Upper Saddle River, NJ: Pearson Education, 2016.
8. Kotler, Philip. Marketing Management. 14th ed. Upper Saddle River, NJ: Pearson Education, 2012.