



Article

Linguopragmatic Impact of Anthroponyms on Advertising Texts

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Abstract: This article examines the linguopragmatic role of anthroponyms in advertising, focusing on how personal names influence consumer emotions, trust, and national identity. While previous studies have explored language use in advertising, there is a knowledge gap regarding the specific impact of anthroponyms, especially in non-Western contexts like Uzbek advertisements. This study aims to fill that gap by analyzing anthroponyms in both Uzbek and English ads, comparing their cultural and pragmatic functions. Using a qualitative, comparative approach, the research examines advertisements featuring personal names, analyzing their semantic and pragmatic roles in shaping consumer perception. The findings reveal that Uzbek ads primarily use anthroponyms to evoke sincerity and cultural connection, while English ads leverage celebrity names to enhance credibility and global appeal. This study underscores the importance of strategic use of anthroponyms to maximize advertising impact. Future research could explore their role in digital advertising and online consumer behavior.

Keywords: Anthroponym, Advertising, Pragmatics, Linguopragmatic Role, Communicative Effect

1. Introduction

Advertising plays a significant role in modern communication, serving not only as a tool for promoting products and services but also as a means of influencing consumer behavior. From a linguistic perspective, advertising is a unique discourse type with distinct stylistic, semantic, and pragmatic characteristics [1]. The goal of advertising extends beyond merely providing information; it aims to influence consumer attitudes, persuade them to take action, and cultivate brand loyalty. This process is facilitated through a combination of emotional appeal, persuasive language, and cultural associations, with the use of language being central to its effectiveness.

The relationship between language and consumer perception is particularly evident in the use of proper names, or anthroponyms, in advertising texts. Anthroponyms, which refer to personal names, have a profound linguopragmatic impact on how advertisements are perceived. By invoking associations with familiar individuals or cultural figures, these names can enhance trust, create emotional connections, and align the product with positive attributes. The study of how anthroponyms function in advertising is crucial to understanding the intricate ways in which language shapes consumer behavior and brand perception [2].

Previous studies have demonstrated the importance of linguistic elements such as metaphors, emotionally charged words, and catchy slogans in advertising. However, there is a gap in the research regarding the specific role of anthroponyms in advertising

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texts, particularly in the context of cross-cultural comparisons. While much has been explored about the emotional and persuasive power of names in Western advertising, there is a lack of focused research on the linguopragmatic function of personal names in non-Western languages like Uzbek. This study aims to bridge this gap by analyzing the use of anthroponyms in both Uzbek and English advertisements, examining their cultural significance and pragmatic impact [3].

This article employs a comparative analysis of anthroponyms in Uzbek and English advertising texts to explore their functional and semantic roles. The methodology involves qualitative analysis, focusing on the frequency, context, and impact of anthroponyms in advertisements from both linguistic and cultural perspectives. The expectation is that the study will reveal how anthroponyms function as powerful pragmatic tools in advertising, affecting consumer trust, emotional engagement, and cultural identification.

The findings of this study are expected to contribute to a deeper understanding of the role of personal names in advertising, offering insights into the ways in which linguistic features influence consumer behavior. The results will highlight the effectiveness of anthroponyms in enhancing the communicative power of advertisements and may offer practical recommendations for advertisers seeking to use personal names strategically to achieve greater consumer impact. Ultimately, the study aims to demonstrate the critical role of language in shaping advertising discourse and its capacity to resonate with the audience on both an emotional and cultural level.

2. Materials and Methods

The methodology of this study focuses on a qualitative, comparative analysis of anthroponyms in advertising texts in both Uzbek and English. The primary objective is to explore the linguopragmatic functions of personal names in advertising, with a specific emphasis on their role in influencing consumer perception and behavior [4]. To achieve this, the study examines a selection of advertisements from both cultures, analyzing the use of anthroponyms in diverse commercial contexts, such as food, medicine, tourism, and beauty services. The data collection process involves identifying and categorizing advertisements that feature anthroponyms, specifically focusing on how these names are used to evoke trust, emotional connection, and national identity.

The analysis involves examining the semantic and pragmatic roles of these anthroponyms, focusing on how they function as persuasive and emotional tools within advertising discourse [5]. The study explores how personal names in Uzbek advertisements often promote a sense of familiarity, sincerity, and cultural belonging, while English advertisements tend to use names of celebrities or global figures to enhance credibility and appeal to a broader audience. The comparative aspect of the research allows for a cross-cultural understanding of the impact of personal names in advertising.

This approach is designed to provide insights into the effectiveness of anthroponyms in shaping consumer behavior, bridging the gap in existing research on the topic. The study anticipates that the findings will demonstrate the importance of cultural and linguistic factors in the use of anthroponyms, offering valuable insights for advertisers seeking to enhance the communicative and emotional impact of their campaigns.

3. Results and Discussion

The most effective language tools are: anthroponyms, toponyms, metaphors, emotionally colored words, short and memorable slogans.

For example, the slogan “Coca-Cola – Taste the Feeling” is simple, but has a strong emotional impact. In Uzbek advertisements, personal names are often used: “Dilnoza nonlari”, “Lazizbek oshxonasi” [6].

In linguistics, the advertising text is considered a pragmatically oriented text, since its main goal is to form a certain behavior in the consumer.

Linguopragmatic features are as follows:

Addresser – addressee relationship: advertising The author addresses the consumer directly.

Persuasion: advertising always conveys a hidden message to the consumer that “you should buy this product” [7]

Emotional impact: advertising is aimed at the consumer’s emotions.

Use of precedent units: the effectiveness of advertising is enhanced by famous personalities, historical and cultural names.

Anthroponyms (personal names) are widely used in advertising language. Their function:

create credibility (for example, “Ibn Sino pharmacy”), arouse sincerity and intimacy (“Madina travel”, “Lazizbek cuisine”), increase the power of influence through popularity (Nike – Michael Jordan) [8][9].

Anthroponyms in advertising perform not only a naming function, but also a linguopragmatic function: through it, the consumer’s emotional and social memory is activated. For example, “Sofiya cake” has already become a confectionery brand. This name and the products released under this name can convey the message in the minds of consumers that they are sweets created for the most delicate tastes. Or, for example, under the influence of advertising for products sold under the name “Tokhtaniyoz Ota Kolbasalari” for many years, the meat products associated with it are embodied in the listener’s mind when they hear the name. Some advertisements are created directly taking into account pre-existing associations in the minds of consumers [10]. That is, the name is chosen accordingly in order for the advertising effect to be strong. For example, a medical facility called “Ibn Sino Clinic” may be more interesting to people. Here, the anthroponym chosen as the name of the clinic is familiar to listeners and is popular in this area. Advertising communication in the process of globalization is one of the current research areas of linguistics. The effectiveness of the advertising text also depends on the linguistic means used in it, in particular, anthroponyms. Anthroponyms in advertising not only perform a naming function, but also appear as a powerful pragmatic tool that arouses trust, emotional impact, and national identification in the consumer’s mind [11]. Hilola Mirzayeva in her article “Linguistic Features of Advertising Texts” notes: if you want your message to reach more people, you should use understandable expressions without distorting the meaning of the words [12].

Advertising is not only a commercial process, but also a communicative phenomenon. In it, the effectiveness of language tools, their semantic and pragmatic capabilities directly affect the audience. In this regard, analyzing the linguopragmatic role of anthroponyms in advertising discourse is one of the urgent scientific tasks.

1. The functional-semantic role of anthroponyms in advertising

Anthroponyms are often used in advertising texts to increase credibility, associate a product or service with a person, and ensure brand memorability.

For example, in Uzbek advertisements:

“Shifo Nargiza dorixonasi”,

“Dilnoza nonlari”,

“Zaynab boutique”

evokes a feeling of sincerity and closeness in the consumer [13][14]. Usually, beauty salons and similar places that serve women are named after women. Beauty should immediately come to mind when someone hears it. Usually, any female name is considered to embody the essence of beauty. One of the sports complexes opened for girls is called “Tomaris Avlodlari” [15]. There is no doubt that every person who sees this name through advertising will immediately think of a sports facility that can raise a strong woman like Tomaris. In these names, a personal name creates a sense of human closeness and personal connection.

In foreign experience, the advertising effect is enhanced by the names of famous people. For example:

Nike - Michael Jordan,
 Adidas - Lionel Messi,
 Pepsi - Beyoncé

collaborations have increased the effectiveness of advertising. This shows how important anthroponyms are in brand strategy on a global scale.

2. Pragmatic functions of anthroponyms

Anthroponyms perform several pragmatic functions in advertising discourse:

- a. Instilling trust - a pharmacy or clinic named after Ibn Sino strengthens the consumer's perception of quality, tradition and scientific reliability.
- b. Strengthening national identity - brands based on Uzbek names (for example, "Madina Travel", "Durдона beauty salon") remind of national values and awaken a sense of national identity in the consumer's mind.
- c. Creating an emotional connection - names such as "Lazizbek cuisine" or "Gulbahor teahouse" evoke a sense of warmth and family in a person [16].
- d. Creating a precedent - when the name of a famous person is mentioned in advertising, the cultural and associative fund in the consumer's mind is activated (for example, the name "Navoiy" in a bookstore).

3. Analysis of examples

In Uzbek advertising texts, anthroponyms are often found in the fields of household services, food, medicine and tourism. For example:

"Lazizbek cuisine" - denotes simplicity and sincerity.

"Madina Travel" - evokes a religious and cultural association. "Durдона beauty salon" - enhances the aesthetic and emotional impact.

In English advertisements, the names of famous people are used more often:

"Jordan Air" - a brand associated with a basketball star.

"Oprah's Book Club" - the name of a famous person inspires confidence in the consumer.

Here, Uzbek advertisements are based more on sincerity and nationality, while English advertisements enhance their impact through global precedents.

4. Conclusion

In conclusion, this study highlights the significant linguopragmatic role of anthroponyms in advertising, revealing how personal names not only serve as identifiers but also act as powerful tools for creating trust, emotional connections, and national identity among consumers. The findings indicate that in Uzbek advertisements, personal names evoke a sense of sincerity and cultural relevance, while in English advertisements, the use of celebrity names enhances credibility and global appeal. These insights underscore the importance of strategically selecting anthroponyms to strengthen the impact of advertising campaigns, particularly in culturally diverse markets. The study also suggests that further research could explore the intersection of anthroponyms with other linguistic elements in advertising, such as metaphors and slogans, to deepen our understanding of how language functions in consumer persuasion. Additionally, future studies could investigate the impact of anthroponyms in digital advertising platforms, where the dynamics of consumer engagement are rapidly evolving.

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