

CREOLIZED ADVERTISING TEXTS IN ENGLISH AND UZBEK: THEIR IMPACT ON CONSUMER COGNITION

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Annotation. This article examines the cognitive influence of creolized advertising texts in English and Uzbek, focusing on how the interaction of verbal and non-verbal semiotic codes shapes perception, emotional engagement, memory retention, and decision-making. Using a mixed-methods approach that integrates multimodal discourse analysis, psycholinguistic experiments, and comparative linguistic study, the research explores how creolization strategies—such as code-mixing, visual-verbal alignment, and culturally embedded symbolism—condition consumer responses in multilingual environments. The results show that creolized advertisements in both languages demonstrate heightened persuasive power due to their multimodal density and culturally tailored semiotic framing. However, cross-linguistic differences reveal distinct cognitive pathways: English ads emphasize speed of processing and iconic imagery, while Uzbek ads rely more on cultural resonance, symbolic metaphors, and emotional anchoring. The study highlights the importance of creolization as an essential mechanism for optimizing advertising effectiveness in global and local media markets.

Keywords: Creolized text, multimodality, English advertising, Uzbek advertising, cognition ,semiotics, psycholinguistics, persuasive strategies, multimodal discourse analysis.

INTRODUCTION

The rapid expansion of global communication has intensified the use of creolized texts—hybrid textual products combining verbal, visual, auditory, and symbolic elements. In advertising, creolization functions as an efficient persuasive mechanism that compresses meaning, emotional cues, and cultural references into a compact multimodal unit. In multilingual societies such as Uzbekistan, exposure to creolized advertising in both English and Uzbek has increased dramatically, producing new patterns of interaction between language, cognition, and consumer behavior.[1]

While numerous studies have analyzed multimodality in individual languages, comparative research on the cognitive impact of English and Uzbek creolized advertising remains scarce. This article aims to fill that gap by analyzing how different semiotic combinations influence attention, emotional engagement, memory recall, and purchasing decisions across these two linguistic contexts.[2]

METHODS

A combination of qualitative and quantitative research methods was used:

1. Multimodal Discourse Analysis (MDA)

Analysis of 120 English and 120 Uzbek advertisements from digital and print sources
Examination of verbal structure, imagery, color schemes, typography, and layout
Coding based on Kress & van Leeuwen's multimodal framework

2. Psycholinguistic Experiment

Participants: 60 bilingual respondents (Uzbek–English), aged 18–45

Tasks:

Eye-tracking to measure attention allocation
Reaction-time tests to evaluate processing speed
Memory recall tests 24 hours after exposure
Affective evaluation through Likert scales [3]

3. Comparative Linguistic Analysis

Identification of code-mixing patterns
Study of cultural markers, metaphors, and symbolic meaning in both languages

4. Literature Review

Analysis of scholarly works on multimodality, creolized texts, semiotic interaction, and advertising psychology.[4]

LITERATURE REVIEW

The study draws upon several theoretical pillars:

1. Multimodality Theory

Kress & van Leeuwen argue that communication is inherently multimodal. Their framework explains how color, image, typography, and layout interact with language to create layered meaning.

2. Creolized Text Concept

The term “creolized text” (Sorokin & Tarasov) refers to verbal-visual hybrids with tightly integrated components. Advertising is considered the most productive field for such hybrids.

3. Cognitive Approaches to Advertising

Kahneman’s dual-process theory suggests that ads primarily trigger fast, intuitive (System 1) processing. Multimodal stimuli reduce cognitive load and accelerate automatic reaction.[5]

4. Cultural Semiotics

Lotman’s ideas on the semiosphere illuminate how cultural codes shape perception. In the Uzbek context, culturally embedded symbols (pomegranate, atlas patterns, family imagery) mediate emotional anchoring.

5. Code-Mixing in Media

Research on English lexical borrowing in Uzbek advertising reveals that hybrid linguistic forms increase modernity and prestige perception (Khudoyberganova, 2021; Ismailov, 2019).[6]

RESULTS

1. Increased Attention and Memory Retention

Eye-tracking results show that creolized ads attract attention 37% faster than text-only ads. Memory recall after 24 hours was 52% higher for creolized content.

2. Language-Specific Differences

Feature English Ads Uzbek, Ads Dominant modality, Visual-iconic, Symbolic-cultural, Primary strategy, Minimalism, speed, brand identity, Emotional warmth, collectivism, Cognitive result, Faster processing, Deeper emotional imprint.

3. Code-Mixing Frequency

Uzbek advertisements show high English lexical presence (e.g., sale, premium, fresh, style).

English ads rarely incorporate Uzbek words but sometimes use visual motifs from Uzbek culture for global marketing.

4. Emotional Impact

Uzbek-language creolized ads produced stronger emotional resonance due to cultural metaphors such as:

traditional ornaments ,family values ,food symbolism ,English ads relied more on: aspirational imagery ,lifestyle branding ,global aesthetics[7]

ANALYSIS AND DISCUSSION

The findings confirm that creolized advertising texts are powerful cognitive triggers due to their multimodal density. In English-language ads, the visual component often dominates, creating immediate recognition and fast decision-making. Minimal text and iconic imagery minimize cognitive load, allowing consumers to process the message almost subconsciously.

In Uzbek ads, creolization is deeply tied to cultural semiotic systems. The combination of Uzbek verbal expressions with emotionally charged visuals (family gatherings, national motifs, bright colors) creates a culturally anchored narrative that strengthens memory retention and emotional identification. This indicates that cognition in advertising is culturally mediated, not universally uniform.

Another significant finding is the role of English lexical elements in Uzbek ads, which enhances perceptions of modernity, quality, and global relevance. This code-mixing acts as a symbolic bridge between local identity and global consumer culture.

Overall, creolized texts in both languages demonstrate that advertising effectiveness increases when semiotic systems interact harmoniously. However, the cognitive mechanisms triggered differ due to cultural expectations and linguistic habits of the audience.[8]

CONCLUSION

The study demonstrates that creolized advertising texts in English and Uzbek exert a strong cognitive impact through multimodal synergy. While English advertisements prioritize efficiency, speed, and visual recognition, Uzbek advertisements rely on cultural symbolism and emotional anchoring. These differences illustrate how advertising adapts to the cognitive habits of audiences in different linguistic and cultural environments.

Understanding these mechanisms allows marketers, linguists, and media specialists to design more effective, culturally sensitive advertisements. The research confirms that creolization is not merely a stylistic device but a fundamental semiotic strategy shaping modern consumer perception.

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