

**THE IMPORTANT ASPECTS OF USING ADVERTISING TEXTS IN FOREIGN  
LANGUAGE TEACHING**

**Abduqodirova Sitora**

Namangan State University

**Annotation.** This article analyzes the significance of using advertising texts as educational material in foreign language teaching, focusing on their psycholinguistic and cultural aspects, as well as their role in developing students' communicative competence. It emphasizes that advertising texts serve as an effective tool for implementing a communicative approach in language learning, creating a real language environment, and fostering intercultural communication skills among learners.

**Keywords:** foreign language, advertising text, education, communicative approach, psycholinguistics, creative thinking, pragmatic meaning.

In today's era of globalization, one of the main objectives in the process of teaching foreign languages is the development of learners' communicative competence. Language learning is not limited to mastering grammatical rules; it also involves thinking in the target language, expressing one's ideas, and engaging in intercultural communication. From this perspective, the use of authentic materials in the classroom is of great importance. One such authentic source is advertising texts, which represent vivid examples of modern language in use.

Because advertising texts are concise, expressive, emotional, and culturally rich, they serve as an effective resource in foreign language lessons for enhancing learners' language sensitivity, vocabulary, and creative thinking skills.

The use of advertising texts in the process of foreign language teaching helps to satisfy learners' communicative, cognitive, and professional needs. Such texts play a vital role in developing complex linguistic skills such as comprehension, analysis, interpretation, and expressing personal opinions about a text. The main aspects of using advertising texts in language education are outlined below:

The educational significance of advertising texts. Advertising texts are communicatively oriented, allowing learners to experience real language use. Through the analysis of authentic advertisements in a foreign language, students:

- learn word combinations, idiomatic expressions, and elements of slang;
- gain insight into how language functions in different cultural contexts;
- acquire the ability to distinguish pragmatic meanings.

For example, English slogans such as “Just do it” (Nike) and “Because you're worth it” (L'Oréal) are short yet possess a strong psychological impact. Analyzing such slogans helps students understand how emotional influence can be created through linguistic means in advertising discourse.

Developing psychological and communicative skills. Through reading advertising texts, students learn to perform essential communicative and cognitive activities such as identifying the topic of discussion, understanding the author's purpose and stance, grasping the main idea and implied meanings, drawing conclusions based on the text, expressing personal opinions, and recognizing logical inconsistencies or digressions. These skills, in turn, lay the foundation for using the language actively and independently.

Advertising represents a distinctive form of communication. In the process of analyzing or creating advertisements, learners develop the following abilities:

- types of speech activity (reading, writing, listening, speaking);
- communication strategies (persuasion, influencing, explaining);
- creativity and critical thinking.

For instance, when students are assigned to create an advertisement on familiar topics, they actively apply their vocabulary, learn to consider the target audience, and express their ideas independently in the foreign language.

From a psycholinguistic perspective, advertising texts are directly connected with human thinking, emotions, and memory. Because they are short, rhythmic, and memorable in form, they facilitate rapid acquisition of new words and expressions among learners. Through the use of advertising texts, the teacher can:

- reveal the relationship between language and thought;
- increase learners' motivation;
- demonstrate the natural contextual use of learned linguistic elements.

Developing skills of semantic text processing. Working with information-rich, concise, and meaningful texts such as advertisements helps students acquire essential cognitive and linguistic abilities, including:

- identifying factual information;
- distinguishing between primary and secondary ideas;
- dividing a text into semantic parts;
- understanding intertextual connections;
- interpreting meaning through signal words within the text.

These abilities form the foundation of the text comprehension process in any language.

Enhancing the understanding of language units and grammatical prediction. Advertising texts make efficient use of meaningful linguistic units. Therefore, they help learners to develop the ability to:

- analyze word structure;
- infer the meaning of unfamiliar words from context;

- identify syntactic relationships within a sentence;
- recognize and predict grammatical structures.

Such exercises are particularly effective in developing language sensitivity in the process of foreign language acquisition.

Developing independent and creative thinking. Working with advertising texts engages students in creative tasks such as analytical thinking, reconstruction (rebuilding a text), creating analogous texts, and producing short advertising pieces that express their own ideas. This process fosters independent thinking and the ability to use language tools freely.

Supporting professionally oriented reading. For students, especially those studying philology and the humanities, advertising texts provide opportunities to work with professional content, understand terminology and style, and analyze information within a professional context. These activities contribute to the development of students' professional communicative competence.

Developing intercultural competence. Each advertisement reflects the culture, values, and social stereotypes of a particular society. Therefore, studying advertising texts in a foreign language plays an important role in shaping intercultural thinking. For example, analyzing Turkish, Japanese, or English advertisements allows students to become familiar with each nation's values, aesthetic preferences, and advertising styles. This, in turn, strengthens their intercultural communication competence.

Practical applications in lessons. Effective ways to use advertising texts include:

- translating and analyzing advertising slogans;
- creating new advertisements for specific products;
- comparing persuasive techniques in advertisements across different languages;
- conducting communicative activities using multimedia materials (video ads, banners, audio).

These activities increase learners' motivation to use the language in practice and actively engage them in the learning process.

The use of advertising texts in foreign language teaching stimulates the language acquisition process, enhancing learners' creative thinking, communicative skills, and intercultural competence. It plays a crucial role not only in reinforcing vocabulary and grammatical knowledge but also in developing speech activities, as well as critical and creative thinking. Because advertising texts are concise, meaningful, expressive, and culturally rich, their integration into the educational process carries linguistic, psycholinguistic, and educational significance. Therefore, employing advertising texts as a didactic tool in modern foreign language education represents a relevant and effective approach.

### References:

1. Кара-Мурза Е. С. Реклама: дискурс, функциональный стиль, жанр? // Стереотипность и творчество в тексте: межвуз. сб. науч. трудов. 2010.
2. Leech, G. (1966). English in Advertising: A Linguistic Study of Advertising in Great Britain. London: Longman.

3. Gilmore, A. (2007). Authentic materials and authenticity in foreign language learning. *Language Teaching*, 40(2)
4. Isakova, D. B. (2024). Innovative approaches in foreign language teaching. In *Arab Language in the Era of Globalization: Innovative Approaches and Teaching Methodology*, International Scientific-Practical Conference, 1(12), 174–178.
5. Djurayeva, V., Yaxshiboyeva, H., & Ibragimova, N. (n.d.). Authentic materials in foreign language teaching and their significance. *Theoretical Aspects in the Formation of Pedagogical Sciences* (International Scientific Online Conference).