

Commercial Inscriptions as A Forming Factor in Advertising

Eshkulov Sunnatilla

Doctoral student of the Department of “Uzbek Linguistics” of Gulistan State University, Uzbekistan

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ABSTRACT

This article focuses on the problems of Uzbek language advertising, in particular, on the issues of concepts of commercial inscriptions. The purpose of the study is to study the specific features of street inscriptions based on the analysis of the role and significance of commercial inscriptions in the formation of advertisements. Advertising and commercial inscriptions in the Syrdarya region served as illustrative material for the article.

Keywords: Advertising, inscription, commercial inscription, announcement, poster, banner, placard, text, outdoor inscription.

INTRODUCTION

As the famous linguist scientist N. Mahmudov said, “Writing is the dress of language.” We try to convey our speech in that dress in a way that is pleasing and acceptable to the listener.

The writing of each language should be exceptionally suitable and consistent with it. Only then will the writing not interfere with the natural and historical development of the language, and will not damage the complete purity and clear melody of the language [4, 100].

First, we will pay attention to the dictionary article devoted to commercial, commercial lexical units in the “Explanatory Dictionary of the Uzbek Language”.

Commerce [Arabic تجارات – trading, trade-sale, business of buying and selling] Trade-sale, trade (trade) affairs. The mosque behind the “Pawn Market” was a meeting place for Tatar merchants in Tashkent, representatives of trading firms in Kazan, Orenburg, Ufa... In short, they could complete both worship and commercial work here. M. Osim, The Silent Witness. The merchants knew him as a famous merchant who had traveled to all the countries of the East, and who had grown gray in travel and trade. A. Mukhtor, Sisters. The special commercial department that

was created is... an intermediary between the Ministry of Trade and shops. From the newspaper.

Commercial [Arabic تجرى – trade, commerce] Commercial, related, related. At the same time, the funds are being spent on activities not provided for in the commercial plan. From the newspaper. [11, 248].

Writing is a system of letter-graphic forms that serves to reflect speech on paper (or something else), a means of communication based on this system [6, 38]. The term commercial writing is formed by combining the words commercial and writing with the suffix -iy. Commercial writing is a term actively used in advertising, trade, and marketing. This term is not included in the “Explanatory Dictionary of the Uzbek Language”. We observe the following differences between commercial writing and ordinary writing:

The text of commercial writing is in the nature of advertising, announcements;

The text of commercial writing usually consists of short and simple sentences;

Commercial writing is often given in “artistic letters”;

Sentences are incomplete or not fully formed;

Commercial writing is also given in harmony with non-verbal means, etc.

A banner is a graphic image with advertising properties. But no one has ever seen it sitting idle. Does it write a slogan, does it make a banner, does it draw a picture on a computer... U.Azim, Exhibition at the Office. [7, 274].

Commercial building. A building where wholesale trade was carried out. Due to the decline of trade and handicrafts, the foundation palace, shops and commercial buildings also lost their ability to generate income. S. Ainiy, Esdaliklar.

Merchant A person engaged in trade. Do you like the activities of our businessmen and merchants? From the newspaper. [11, 248].

Marketing [English marketing < market - market; sale, money] 1 iqt. The branch of economics that deals with the problems of product production and sale (demand and consumption, pricing, promotion, and means of increasing the volume of goods sold). Marketing courses. Book fair on marketing and advertising. 2 A system of managing and organizing the activities of an enterprise in the development of new products, the production and sale of goods, or the provision of various services, based on market needs [9, 113].

Commercial writing is a formal business text written for trade, service, or business purposes. It can also be in the form of an advertisement, offer, announcement, or introduction.

Commercial writing is a written text written to sell a product or service, find a partner, attract a customer, or promote a business interest. It should be clear, concise, persuasive, and profit-oriented.

The main features of commercial writing: formal and business style, clear purpose (selling, offering, introducing), short and understandable sentences, persuasive arguments, communication or call (call to action).

Example of commercial writing, Commercial writing for selling products,

“SmartTech” LLC offers you

Modern and high-quality household appliances at affordable prices.

Products comply with international standards and are provided with a 1-year warranty.

Free delivery

Wholesale and retail available

For cooperation and orders: +998 XX XXX XX XX

In a market economy, changes in society are also reflected in the language in proportion to this principle. In our daily life, the exchange of goods between people, trade, finding out about services, and methods of conveying information are all reflected in the language verbally or non-verbally.

A lexical field related to trade arises in the language, and the field, in turn, is divided into groups, and groups into subgroups. When we say market, we imagine a whole busy life.

Market [f. market - market; trading floor] 1 A special place, square, where people trade. Your father is a market, your mother is a market. Proverb. Mind cannot be sold in the market. Proverb. - If the country is rich, its market will also be full. U.Normatov, Talent training. I went to the Kuva market just to take a look. S.Ahmad, Ufq.

Marketing 1) buying, shopping, spending money from the market. Siddiqi went to market. S.Zunnunova, Eyes. Nusratbek took a bag with him two mornings and came to market after work. S.Nurov, Frost does not hit the grass; 2) making noise, causing a commotion. 2 A day when trading is done in such a place. One market a month or a year, and the rain ruins it. Proverb. - Because today is a market, Yodgor woke up late. O'.Hoshimov, Listen to your heart. Let it go, today is a market, let them rest for a while. O'.Hoshimov, Listen to your heart. There is a market. There is a blessing. Market(i) failure Something that is not in demand, has not passed, about goods. - But, - continued Gulandom, - whether it was because of the market failure or because his business was not doing well, my father did not leave weaving. Oybek, Selected Works.

Market day ayn. market 2. Market day, a man is thick. Oybek, Selected Works. The market does not bear 1) no one will buy at this price in the market; 2) the movable s.t. is not liked by others, no one will listen. ...in workplaces,

especially in places where many people deal ...the market does not bear rudeness and snobbery. T.Alimov, Iljaying, your asak will not go.

Market economy iq. A democratic economy based on commodity-money relations, relying on different forms of ownership and economic freedom and regulated on the basis of competition. One of the most important features of a market economy is economic pluralism, that is, the diversity of forms of property and, accordingly, the diversity of forms of economic management. "Economic Theory" [7, 576].

The market concept sphere contains the idea of organizing the activities of an enterprise or entrepreneur based on consumer needs and market demand. Its main principle is to first determine what the customer needs, and then offer a product or service that satisfies this need. To do this, the following main elements of the market must be implemented. First, it is necessary to determine the consumer need. What does the customer want? What problem does he have to solve? Which product is more suitable for him? It is necessary to answer such questions as. Second, it is necessary to analyze supply and demand by studying the market, study competitors, and observe prices and consumer behavior. Third, to create value, the product must not only be sold, but also benefit the customer, taking into account that quality, convenience, and service are important factors. Fourth, solve the issue of customer satisfaction. It is necessary to analyze factors such as the priority of long-term customer relationships over one-time sales, and whether a satisfied customer will repurchase and recommend to others. The advantages of the market are as follows: the product meets market demand, sales volume and profits can increase, customer loyalty increases, and it becomes easier to gain an advantage over the competition.

The disadvantages of the market are as follows. Market research takes time and money, customer needs can change quickly, and constant innovation is necessary in a highly competitive environment. For example, you want to open a coffee shop. According to the production concept, you can start with the question "what kind of coffee can I make?" The market starts with the question "what kind of coffee do customers in this area want to drink, at what price, and in what environment?" Based on this analysis, the menu, price, and service are formed.

The market concept shifts the focus of the enterprise from

the product to the customer. Its main idea is that the success of the enterprise depends on its ability to satisfy customer needs better and more efficiently than competitors. Therefore, one of the most important principles of modern marketing is the concept of the market.

The market is a phenomenon inextricably linked to trade. Let's talk about the lexeme of trade and the concepts it denotes. The lexical meaning of the word trade is an economic activity related to the exchange of goods or services for money, that is, the sale and purchase of goods. Trade acts as an intermediary between the producer and the consumer.

Trade ensures the flow of goods and services from the producer to the consumer. The main purpose of trade is to sell the product, satisfy consumer needs, make a profit, and ensure economic turnover.

The seller is the person who offers the product or service, and the buyer is the person who buys the product or service. The product or service is the object of trade. The price is the value of the product or service. Money is the main medium of exchange in trade. The terms seller, buyer, product, service, price, and money are the main elements of trade and are considered as groups of the trading area.

Selling goods in large quantities is wholesale, selling products to the final consumer is retail, trading via the Internet is electronic commerce, and export and import activities between countries are international trade, and they are hyponyms of the hypernym of the types of trade.

Trade is also carried out within the framework of its functions. It focuses on connecting the interests of the producer and consumer, distributing products in the market, ensuring a balance of supply and demand, and contributing to economic growth.

Trade is not just selling products, but an important process that connects the producer with the consumer, ensures the exchange of value, and serves the continuous functioning of the economy. Its success depends on the quality of the product, price, level of service, and satisfaction of customer needs.

Image [eng. image > lat. imago - image, appearance] An image of a person, event, or thing that is formed with the aim of having an emotional and spiritual impact on people for the purposes of popularization, advertising, etc.; one of

the means of promotion. Will you maintain this image at your concert? From the newspaper. [8, 502]. So, an image is a general idea, reputation, and image formed in the public consciousness about a person, organization, brand, or product, which expresses people's opinion, emotional attitude, and impression of the subject.

In marketing, image refers to how consumers perceive a product or brand. A positive image builds trust with buyers; attracts customers; provides a competitive advantage; increases brand value.

The quality of the product or service, its appearance (design, logo, packaging), advertising and PR activities (this is a strategic communication activity aimed at creating, developing and maintaining a positive reputation and trust in the eyes of the public), the quality of customer service, public opinion and customer experience are all factors that shape the image.

Image has its own types. Personal image is the impression that an individual makes on others. Corporate image is the reputation of an enterprise or organization in society. Brand image is the consumer's perception of a product or brand. Professional image is the professional appearance and reputation of a specialist.

In sales, in particular, in advertising and commercial writing, image is of great importance. First of all, it strengthens trust, increases customer loyalty, helps attract partners and investors, and serves long-term success. For example, if a company produces quality products, provides prompt customer service, and operates honestly, over time it will develop a positive image. As a result, consumers are more likely to choose the products of this company over others.

In short, an image is a set of positive or negative perceptions formed in people's minds about a person, organization, or brand. Its formation requires long-term and consistent activity. A strong image increases trust, increases competitiveness, and is an important factor in achieving success.

From the explanations of the terms related to the market and trade analyzed above and the concepts they represent, it is easy to see that advertising and commercial writing are at the heart of them and that they are inextricably linked.

Although advertising and commercial writing are close

concepts, they are not the same. Below we will consider their main differences.

The purpose of advertising is to introduce a product or service to the general public and attract attention. The purpose of a commercial piece is to encourage the reader to take a specific action. For example, to buy, register, place an order, etc.

The appearance of an advertisement can be a video, banner, billboard, radio, television, social media posts, etc. The appearance of a commercial piece is mainly textual. The text of a commercial piece includes a sales page, advertising text, email, landing page, catalog description, etc.

Advertising is focused on introducing the brand and arousing interest in the customer, while the focus of a commercial piece is on persuading the user and influencing their decision-making. In advertising, reach, views, and recall are the performance measures. In commercial writing, conversion, sales, clicks (CTR), and the number of orders are the main performance measures. The differences between advertising and commercial writing can also be seen in the following examples.

“The new summer collection is out! 30% off this week only.” In this advertisement, the message attracts attention and informs about the product.

“Are you looking for clothes made of natural fabric that will allow your skin to breathe on hot summer days? Our new collection offers just such comfort. If you order today, you will get a 30% discount and free delivery.” This is commercial writing, and this text shows a problem, offers a solution, and encourages you to make a purchase.

What is the relationship between advertising and commercial writing? If you take a scientific approach, in fact, commercial writing is also a component of advertising. The texts used in advertising companies are also given in commercial writing. That is, advertising is a marketing tool, and commercial writing is a persuasive text written for advertising and sales.

In short, advertising is the general process and format of promoting a product or service. Commercial writing is the art of creating a text that is used in this advertising or sales process and encourages a person to take a specific action. In other words, every commercial writing can be used in

advertising, but not every advertisement consists only of text, in it design, video, audio and other elements also play an important role.

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