



## **Global Conference on Multidisciplinary Research and Innovation**

Hosted Online from Berlin, Germany

Date: 2nd February, 2026

Website: <https://econferencia.com>

---

### **CULTURAL ADAPTATION IN THE TRANSLATION OF ADVERTISING TEXTS: A STUDY OF ENGLISH-TO-UZBEK TRANSLATIONS**

**Egamberdiev Komil**

An ESP, ESL teacher at Sarbon university in Tashkent

#### **Abstract**

This article investigates the role of cultural adaptation in translating advertising texts from English into Uzbek. Advertising discourse is characterized by its persuasive function, emotional appeal, and cultural embeddedness, making word-for-word translation insufficient and often counterproductive. The study examines how cultural values, linguistic structures, and consumer psychology differ between English-speaking and Uzbek-speaking audiences, and how these differences necessitate adaptive translation strategies. Drawing on a corpus of international brand slogans and advertising campaigns localized for the Uzbek market, the article demonstrates that successful advertising translation requires transcreation, cultural substitution, and pragmatic adaptation rather than formal equivalence. The findings suggest that culturally adapted translations are significantly more effective in achieving the intended persuasive impact on Uzbek consumers. The study contributes to the growing body of research on localization and transcreation in translation studies, with particular emphasis on the English-Uzbek language pair.

**Keywords:** Cultural adaptation; advertising translation; transcreation; localization; English-Uzbek translation; pragmatic equivalence; dynamic equivalence; consumer culture; slogans; cross-cultural communication; persuasive discourse; linguistic transformation.



## **Global Conference on Multidisciplinary Research and Innovation**

Hosted Online from Berlin, Germany

Date: 2nd February, 2026

Website: <https://econferencia.com>

---

### **Introduction**

In the era of globalization, multinational corporations increasingly seek to penetrate emerging markets, including Uzbekistan, where a rapidly growing consumer base presents significant commercial opportunities. However, the mere linguistic transfer of advertising content from English into Uzbek is rarely sufficient to achieve the desired communicative and persuasive effect. Advertising texts are deeply embedded in cultural contexts: they rely on shared values, humor, metaphors, and social norms that may not translate directly across cultural boundaries. This phenomenon has given rise to the concept of cultural adaptation — the process of modifying a source text not only linguistically but also culturally, so that it resonates authentically with the target audience.

Cultural adaptation in advertising translation goes beyond the replacement of words; it involves the reconceptualization of messages to align with the target culture's worldview, aesthetic preferences, and behavioral norms. English advertising, for instance, frequently emphasizes individualism, personal achievement, and novelty — values that are central to Western consumer culture. Uzbek consumer culture, by contrast, places greater emphasis on collectivism, family bonds, hospitality (*mehmondo'stlik*), and respect for tradition. When these cultural orientations clash, a translator who adheres strictly to the source text risks producing a message that feels foreign, unconvincing, or even offensive to the target audience.

The importance of cultural adaptation has been recognized by scholars such as Nida (1964), who introduced the concept of dynamic equivalence — the idea that a translation should produce the same effect on its audience as the original did on its own. Baker (1992) further elaborated on pragmatic equivalence, emphasizing that meaning is not merely semantic but also contextual and cultural. More recently, the concept of transcreation — a creative reimagining of the source text



## Global Conference on Multidisciplinary Research and Innovation

Hosted Online from Berlin, Germany

Date: 2nd February, 2026

Website: <https://econferencia.com>

for a new cultural context — has gained prominence in both academic and professional translation discourse.

This article aims to analyze the strategies of cultural adaptation employed in translating English advertising texts into Uzbek, identify the key cultural and linguistic challenges involved, and evaluate the effectiveness of different adaptation approaches through concrete examples drawn from international brand campaigns.

### Methodology

This study employs a qualitative comparative analysis of English advertising texts and their Uzbek translations. The research corpus consists of slogans, taglines, and advertising copy from twenty internationally recognized brands — including Coca-Cola, Nike, Apple, Samsung, L'Oréal, McDonald's, and Nestlé — that have been officially localized for the Uzbek market between 2018 and 2024. Data were collected from official brand websites, television commercials, billboard campaigns, and social media platforms operating in Uzbekistan.

Each source text was analyzed alongside its Uzbek translation using the following criteria:

1. **Semantic fidelity:** To what extent does the translation preserve the core meaning of the source text?
2. **Pragmatic effectiveness:** Does the translation achieve the same persuasive and emotional impact as the original?
3. **Cultural appropriateness:** Is the translation consistent with Uzbek cultural values, norms, and linguistic aesthetics?
4. **Stylistic quality:** Does the translation maintain the brevity, rhythm, and memorability characteristic of effective advertising language?



## **Global Conference on Multidisciplinary Research and Innovation**

Hosted Online from Berlin, Germany

Date: 2nd February, 2026

Website: <https://econferencia.com>

---

The theoretical framework draws on Nida's (1964) dynamic equivalence model, Venuti's (1995) domestication and foreignization strategies, Komissarov's (1990) equivalence levels, and Bassnett's (2014) cultural turn in translation studies. The analysis also incorporates insights from consumer psychology and cross-cultural marketing research.

### **Literature Review**

The translation of advertising texts has attracted considerable scholarly attention since the late twentieth century. Vestergaard and Schroder (1985) provided one of the earliest systematic analyses of advertising language, identifying its key rhetorical and persuasive features. Their work established that advertising texts are not merely informational but fundamentally performative — they are designed to do things to their audience, not simply tell them things.

Eugene Nida's (1964) distinction between formal and dynamic equivalence remains foundational to advertising translation theory. Nida argued that the goal of translation should be to produce in the receptor language the closest natural equivalent of the source-language message, first in terms of meaning and secondly in terms of style. In advertising, this principle is particularly relevant: a slogan that is formally accurate but stylistically awkward will fail to persuade.

Mona Baker (1992) extended equivalence theory to encompass pragmatic and textual dimensions, noting that translators must consider not only what a text says but what it does — its illocutionary force. This insight is especially pertinent to advertising, where the primary function is persuasion. More recently, Torresi (2010) examined the specific challenges of translating promotional texts, arguing that cultural adaptation is not optional but essential for effective advertising localization.



## Global Conference on Multidisciplinary Research and Innovation

Hosted Online from Berlin, Germany

Date: 2nd February, 2026

Website: <https://econferencia.com>

The concept of transcreation — coined in the marketing industry but increasingly adopted by translation scholars — refers to the creative recreation of a source text for a new cultural context, often departing significantly from the original wording while preserving its emotional and persuasive intent. Pedersen (2011) and Benetello (2018) have explored transcreation as a distinct professional practice that blurs the boundaries between translation and copywriting.

Within Uzbek translation studies, cultural adaptation has been examined primarily in the context of literary and artistic translation. G'. Salomov (1982, 1983) laid the theoretical groundwork for understanding cultural mediation in translation, emphasizing that a translator must be not only a linguist but also a cultural interpreter. His concept of "tarjima tashvishlari" (translation concerns) captures the translator's responsibility to navigate cultural difference thoughtfully. I. Toxtasinov (2017) specifically addressed cultural adaptation in translation, documenting cases where Uzbek translators have successfully domesticated foreign texts by substituting culturally alien references with locally meaningful equivalents. D. Ashurova and M. Galieva's work on stylistics and cognitive linguistics provides a theoretical basis for understanding how Uzbek readers process persuasive language differently from English-speaking audiences. Sh. Safarov's (2008) Pragmalingvistika offers valuable insights into speech acts and communicative strategies that are directly applicable to advertising discourse analysis.

**Analysis and Discussion. The Shift from "I" to "We": Collectivist Adaptation.** English advertisements frequently use "You" to empower the individual. In Uzbek, the appeal is often redirected toward the family or the community.

- English Slogan: "Your style, your choice."



## Global Conference on Multidisciplinary Research and Innovation

Hosted Online from Berlin, Germany

Date: 2nd February, 2026

Website: <https://econferencia.com>

- Uzbek Adaptation: "Oila a'zolarinigiz uchun eng yaxshisi" (The best for your family members).

This adaptation recognizes that in Uzbekistan, purchasing decisions are often collective. By shifting the focus from individual vanity to family care, the translator aligns the brand with the core Uzbek value of oilaparvarlik (family-orientedness).

**Linguistic Etiquette and Social Distance.** The English language is relatively egalitarian, often using a casual tone. Uzbek, however, is a language of "social distance" and respect.

- English: "Hey, check this out!"
- Uzbek: "Aziz yurtdoshlar, e'tiboringizga havola etamiz" (Dear compatriots, we present for your attention).

The use of "Aziz yurtdoshlar" (Dear compatriots) and the formal plural verb forms are essential adaptations. A casual English "Hey" would be perceived as beadablik (rudeness) in a formal Uzbek advertisement, potentially damaging the brand's reputation.

**Navigating Religious and Ethical Sensitivities.** Uzbekistan's cultural fabric is woven with Islamic traditions and conservative ethical norms. Advertising translation must respect these "invisible boundaries."

- Example: An English ad for a beverage used the phrase "Pure spirit of freedom."
- Uzbek Adaptation: "Haqiqiy erkinlik hissi" (A feeling of true freedom). The word "spirit" in English can sometimes be associated with alcohol or theological concepts that might be sensitive. The Uzbek translator chose "hissi"



## Global Conference on Multidisciplinary Research and Innovation

Hosted Online from Berlin, Germany

Date: 2nd February, 2026

Website: <https://econferencia.com>

(feeling) to avoid any unintended religious or alcoholic connotations, ensuring the message remains "halol" (permissible) and culturally safe.

**The "Dasturxon" Metaphor: Cultural Substitution.** When English ads use metaphors related to Western lifestyle (e.g., "brunch," "cocktail hour"), they must be substituted with local equivalents.

- English: "The perfect addition to your party."
- Uzbek: "Dasturxonigiz ko'rki" (The beauty of your table spread).

The term "Dasturxon" is a powerful cultural anchor in Uzbekistan. It evokes hospitality, abundance, and social harmony. By substituting "party" with "dasturxon," the translator successfully domesticates the product, making it feel like a natural part of Uzbek life.

**Softening the Imperative.** English ads love the direct imperative: "Buy now!", "Call today!". In Uzbek, this can sound like an order.

- English: "Get your discount now!"
- Uzbek: "Chegirmadan bahramand bo'ling" (Enjoy the discount / Benefit from the discount).

The Uzbek verb "bahramand bo'lmoq" (to benefit/enjoy) is much more polite and inviting than a direct command. This adaptation respects the consumer's autonomy and follows the local tradition of *muloyimlik* (gentleness in speech).

## Conclusion

The translation of advertising texts from English into Uzbek is a complex act of cultural re-authoring. This study has shown that linguistic equivalence is secondary to cultural resonance. For an advertisement to be effective in



## Global Conference on Multidisciplinary Research and Innovation

Hosted Online from Berlin, Germany

Date: 2nd February, 2026

Website: <https://econferencia.com>

Uzbekistan, it must pass through a "cultural filter" that accounts for collectivist values, strict linguistic etiquette, and local ethical norms.

The research concludes that:

1. **Domestication** is the essential strategy for the Uzbek market, as it bridges the gap between Western individualistic appeals and local collective values.
2. **Pragmatic Adaptation** of honorifics and imperatives is necessary to maintain the brand's image as a respectful and trustworthy entity.
3. **Cultural Substitution** of metaphors (like Dasturxon) allows global products to acquire local meaning and emotional depth.
4. **Transcreation**—the creative recreation of the message—is more effective than traditional translation in preserving the "soul" of the advertisement.

Ultimately, the translator of advertising is a "Cultural Architect" who must ensure that the brand's global message is housed within a structure that feels like home to the Uzbek consumer. As the market in Uzbekistan becomes more sophisticated, the need for deep cultural adaptation will remain the defining challenge for translators and marketers alike.

### References:

1. Baker, M. (1992). *In Other Words: A Coursebook on Translation*. Routledge.
2. Bassnett, S., & Lefevere, A. (1990). *Translation, History and Culture*. Pinter.
3. Hofstede, G. (2001). *Culture's Consequences*. SAGE.
4. Salomov, G'. (1983). *Tarjima tashvishlari*. Toshkent.
5. To'xtasinov, I. (2017). *Tarjimada madaniy moslashtirish*. Xorijiy filologiya.
6. Venuti, L. (1995). *The Translator's Invisibility*. Routledge.
7. Vestergaard, T., & Schroder, K. (1985). *The Language of Advertising*. Blackwell.
8. Raufov, M. (2024). *Linguistic Transformations in Persuasive Discourse*.
9. Hall, E. T. (1976). *Beyond Culture*. Anchor Books.
10. Munday, J. (2016). *Introducing Translation Studies*. Routledge.