

**PRAGMATIC FEATURES OF ONLINE MENU TEXTS IN ENGLISH AND UZBEK:
STRATEGIES FOR INFLUENCING THE CONSUMER**

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This article presents a comparative analysis of the pragmatic features of online menu texts in English and Uzbek, focusing on linguistic strategies used to influence consumers. It examines the communicative functions of evaluative vocabulary, descriptive expressions, persuasive constructions, calls to action, and advertising elements commonly found in restaurant and café menus. Particular attention is paid to how linguistic devices are used to enhance the appeal of dishes, attract consumer attention, create positive product perceptions, and encourage purchasing decisions. By comparing English and Uzbek online menu texts, the study aims to identify both shared and culture-specific patterns in the implementation of pragmatic strategies. The findings are expected to contribute to a better understanding of the pragmatic potential of gastronomic discourse and provide theoretical and practical insights into improving the communicative effectiveness of online menus and developing consumer-oriented digital content.

INTRODUCTION

As a result of globalization and the rapid development of digital technologies, internet communication has become an integral part of modern social and economic relations. In particular, the shift of restaurant and café services to digital platforms has significantly transformed the ways in which products are presented, consumer interactions are established, and purchasing decisions

are influenced. In this context, online menu texts have evolved beyond mere informational tools; they now serve as vital communicative instruments designed to capture consumer attention, enhance the appeal of dishes, and encourage specific choices. Consequently, examining the pragmatic characteristics of online menus from a linguistic perspective represents a significant area of study in modern linguistics. Pragmatics is the branch of linguistics that investigates the purposes for which linguistic units are employed in specific communicative situations, as well as the intentions of the speaker or author and the impact exerted on the addressee. In online menu texts, these pragmatic features manifest through the description of dishes, the use of evaluative language, the creation of positive consumer impressions, and the stimulation of the desire to purchase. For instance, expressions such as "delicious," "freshly prepared," and "special offer" in English—and their equivalents like *mazali*, *yangi tayyorlangan*, and *maxsus taklif* in Uzbek—serve to highlight a product's appeal. The communicative effectiveness of such linguistic devices depends on their content, context, and how they are perceived by the consumer. A comparative study of online menu texts in English and Uzbek holds particular scientific significance; although the strategies used to influence consumers in both languages aim for shared communicative goals, distinct differences can be observed in their lexical, stylistic, and cultural expression. English-language menus may employ concise descriptions, terms emphasizing unique product features, and expressions that directly encourage action. In contrast, Uzbek menus often prioritize elements that convey the dish's national character, traditional preparation methods, flavor profile, and a sense of hospitality. However, before accepting these distinctions as a general rule, it is essential to verify them against actual online menu materials. Identifying consumer-influence strategies is a key task when examining the pragmatic characteristics of online menu texts. Such strategies encompass communicative goals such as attracting attention, highlighting the positive qualities of a dish, demonstrating product value, fostering consumer trust, and encouraging choice. Achieving these objectives may involve the use of evaluative vocabulary, descriptive phrases, exclamatory expressions, terms related to discounts and special offers, and constructions describing the dish's ingredients and preparation methods. Analyzing these linguistic tools within their linguistic and situational contexts facilitates a deeper understanding of the pragmatic potential of online menus. The study is significant because, within digital gastronomic discourse, language serves not only to convey information but also plays a crucial role in shaping consumer attention and attitudes. A comparative analysis of English and Uzbek online menus allows for the identification of both common and distinctive linguistic features used to influence consumers, as well as an interpretation of their communicative functions. The study employs descriptive, comparative, contextual, and pragmatic analysis methods. These methods are used to examine the form, contextual function, and communicative purpose of linguistic units within menu texts. Consequently, it becomes possible to explain the pragmatic characteristics and

the mechanisms by which English and Uzbek online menu texts influence consumers. The scientific and practical significance of the study lies in the pragmalinguistic analysis of online menu texts, the identification of the communicative features of digital gastronomic discourse, and the potential for linguistically refining consumer-oriented texts. The findings can be utilized in future research within the fields of translation studies, pragmalinguistics, advertising discourse, and digital communication.

LITERATURE REVIEW

Studying the pragmatic characteristics of online menu texts is a significant area of research within modern pragmalinguistics, advertising discourse, and consumer behavior studies. Such texts serve not only to provide information about dishes but also to capture consumer attention, enhance the product's appeal, and influence the decision-making process. Consequently, analyzing the lexical units, descriptive expressions, evaluative devices, and persuasive strategies found in menu texts from a pragmatic perspective holds particular scholarly importance. N. L. Shamne and E. B. Pavlova examine the online discourse of restaurants from a linguo-pragmatic standpoint, focusing on the communicative goals, authorial intent, strategies, and tactics inherent in this discourse [1]. The authors highlight strategies aimed at creating a positive emotional atmosphere, crafting an attractive restaurant image, and boosting customer engagement within online restaurant communication. This approach establishes a theoretical framework for analyzing online menu texts not merely as sources of information, but as a form of discourse that fosters purposeful communicative interaction with the consumer. Rabab'ah and Al-Qudah investigate persuasion strategies in restaurant menus, analyzing the use of emotional, sensory, and cognitive appeals within the texts [2]. Their study, based on 26 American restaurant menus, highlights how menu language can influence consumer perceptions and the food selection process. The authors demonstrate that expressions activating a consumer's desires, emotions, and mental imagery regarding a specific dish play a significant role in menu texts. These findings provide an important scientific basis for the comparative study of pragmatic devices used in English and Uzbek menus. The impact of word choice in restaurant menus on consumer behavior was also examined in a study published in the **International Journal of Hospitality Management** in 2024 [3]. In this study, words in menu descriptions were categorized into units that evoke emotional impressions and those that convey practical information, with an analysis of their importance in the consumer's evaluation of the dish. The results indicate that menu descriptions can reduce uncertainty associated with ordering and effectively communicate the dish's characteristics to the consumer. This approach is significant for identifying the pragmatic functions of evaluative vocabulary, taste-descriptive adjectives, and ingredient descriptions in English and Uzbek online menus. Alba Graziano analyzes dish names in restaurant menus from semiotic and pragmalinguistic perspectives, focusing on their role in information and marketing strategies [4]. The author

examines the lexical and syntactic characteristics of dish names, as well as the challenges involved in translating them across languages. This research demonstrates that the communicative effectiveness of menu texts depends on the appropriate selection of linguistic units and their adaptation to the target audience. In this context, it is crucial to study the strategies used in English and Uzbek online menus to describe national dishes, employ appealing expressions, and provide information that is easily understood by consumers. Paul Simpson investigates the pragmatic features of advertising discourse, analyzing the interplay between logical arguments and emotional appeals in motivating consumers to make a purchase [5]. The author's approach highlights the importance of not only providing consumers with a rationale for choosing a product but also appealing to their emotions, moods, and imagination within advertising texts. This theoretical perspective is useful for explaining the use of emotional and evaluative elements—which enhance appeal—alongside information describing a dish's ingredients and quality in online menu texts. A study published in the **International Journal of Hospitality Management** in 2025 examined the impact of language choice on consumer attitudes regarding the design of ethnic cuisine menus [6]. The study addresses the role of national or local languages in conveying the authenticity and cultural identity of dishes, as well as aspects related to the comprehensibility of menu content. The authors argue for the importance of balancing linguistic tools that evoke a cultural atmosphere with clear descriptions that convey essential information to the consumer. This conclusion is significant for analyzing the relationship between expressing cultural identity and ensuring information clarity in online menus across English and Uzbek. The analyzed scholarly sources indicate that the pragmatic characteristics of online menu texts have been studied in relation to discourse, advertising strategies, consumer choice, and the communicative effectiveness of the text. However, analyzing the strategies used to influence consumers in English and Uzbek online menus—specifically through a comparative-pragmatic approach—represents a significant area of study. Therefore, this article focuses on the use of evaluative vocabulary, dish descriptions, and persuasive and motivational devices, as well as their communicative functions. This approach serves to identify the shared and distinctive pragmatic characteristics of menu texts in both languages.

RESEARCH METHODOLOGY

This study aims to identify the pragmatic characteristics of online menu texts in English and Uzbek and to conduct a comparative analysis of the linguistic strategies employed to influence consumers. The theoretical and methodological framework of the study is based on scholarly approaches to pragmalinguistics, the theory of speech influence, advertising discourse, and communicative strategies. The object of the study consists of menu texts from restaurants and cafes in English and Uzbek, published on online platforms. The subject of the study comprises the linguistic devices within these texts that serve to attract consumer attention, enhance the appeal

of dishes, foster a positive attitude, and encourage purchasing decisions. Descriptive, comparative, contextual, and pragmatic analysis methods are employed during the research process. The descriptive method is used to identify evaluative vocabulary, descriptive phrases, exclamatory expressions, and advertising elements found in online menus. The comparative method serves to reveal the similarities and differences between the pragmatic strategies used in English and Uzbek menu texts. Contextual analysis determines the meaning and communicative function of specific linguistic units within the text. Pragmatic analysis, meanwhile, makes it possible to interpret the consumer-oriented purpose of these units—including functions such as persuasion, encouragement, and the cultivation of a positive attitude toward the product. During the analysis, pragmatic devices in online menu texts are examined based on several criteria. The first criterion is attracting attention, involving the analysis of appealing expressions used in dish names and descriptions. The second criterion is evaluation and emotional impact, examining units that convey the taste, quality, freshness, and preparation characteristics of the food. The third criterion is persuasion and encouragement, focusing on special offers, discounts, and linguistic structures that prompt the consumer to make a specific choice. The fourth criterion is providing information and building trust, determining the communicative function of details regarding ingredients, preparation methods, and product attributes. When comparing materials in English and Uzbek, attention is focused on the semantic and communicative correspondence between the units of analysis. For instance, English units such as "freshly prepared," "delicious," and "special offer" can be compared with their Uzbek equivalents: *yangi tayyorlangan*, *mazali*, and *maxsus taklif*. This process takes into account not only lexical equivalence but also the units' textual function, the mode of address to the consumer, and their pragmatic content. Furthermore, identifying language- and culture-specific differences involves analyzing how national dishes are described and how information is conveyed to the consumer. To ensure the reliability of the research findings, online menu texts must be selected based on specific criteria, their sources documented, and the materials from both languages studied under comparable conditions. If quantitative analysis is conducted, the frequency of occurrence of pragmatic devices can also be calculated. However, determining their actual impact on consumer behavior requires separate surveys, experiments, or other empirical methods. This methodological approach enables a systematic study of the pragmatic characteristics of online menu texts in English and Uzbek, the classification of strategies for influencing consumers, and the identification of similarities and differences between the communicative devices used in both languages. The research findings can contribute to enriching scholarly inquiry in the fields of pragmalinguistics, advertising discourse, and digital communication.

ANALYSIS AND RESULTS



When analyzing the pragmatic characteristics of online menu texts in English and Uzbek, their communicative functions—beyond merely conveying information—are of significant importance; these functions aim to capture the consumer's attention, foster a positive attitude toward the dish, and encourage the selection process. As part of digital gastronomic discourse, online menus establish a dialogue with the consumer through dish names, descriptions, evaluative elements, and special offers. Therefore, it is essential to examine the linguistic devices employed in these texts not only in terms of their form but also based on their communicative purpose and contextual function. From a pragmatic perspective, online menu texts can fulfill three primary functions: first, providing precise information about the dish; second, highlighting its appeal through linguistic means; and third, influencing the consumer's choice. These functions often intertwine within a single text. For instance, while a description detailing a dish's ingredients and preparation method serves an informative function, elements such as "delicious," "freshly prepared," or "special offer" may fulfill evaluative and persuasive functions. Strategies for influencing consumers in English and Uzbek online menus can be analyzed through evaluative vocabulary, descriptive expressions, persuasive devices, and imperative constructions. The table below summarizes the main types of these devices and their communicative functions.

Table 1.

Pragmatic strategies in internet menu texts and their functions

Pragmatik strategiya	Ingliz tilidagi misol	O'zbek tilidagi misol	Kommunikativ vazifa
Baholash	Delicious dessert	Mazali desert	Taomga ijobiy baho berish
Sifat va yangilikni ta'kidlash	Freshly prepared meal	Yangi tayyorlangan taom	Mahsulot sifatini ko'rsatish
Jozibador tavsiflash	Rich and creamy texture	Quyuq va mayin tuzilish	Taomning sezgi orqali idrok etiladigan xususiyatlarini tasvirlash
Rag'batlantirish	Try our special menu	Maxsus menyumizni tatib ko'ring	Iste'molchini tanlovga undash
Taklifni ta'kidlash	Special offer	Maxsus taklif	Taklifga e'tibor qaratish

Axborot berish	Made with Yangi fresh ingredients	Taom tarkibi va tayyorlanishi haqida ma'lumot berish
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As the table shows, in both languages, evaluative and descriptive units serve to convey the appeal of a dish. While terms like **delicious** and **mazali** (tasty) aim to evoke a positive impression in the consumer, expressions such as **freshly prepared** and **yangi tayyorlangan** highlight the product's preparation characteristics. In this context, the first group of units focuses primarily on subjective evaluation, whereas the second group describes the product's attributes. At the same time, the pragmatic function of a linguistic unit is not derived solely from its lexical meaning. For instance, the phrase "delicious dessert" offers a positive assessment of the dish; however, in the sentence "Try our delicious dessert, offered at a special price today," strategies of evaluation, information provision, and persuasion are employed simultaneously. Thus, in online menu texts, the pragmatic effect is often determined not by individual words in isolation, but by their combination and their position within the text. Evaluative vocabulary in online menu texts is a key tool for guiding the consumer's perception of a dish's quality. English adjectives such as **delicious**, **tender**, **crispy**, **fresh**, and **rich** can be used to describe the taste, texture, and freshness of a dish. In Uzbek, however, terms such as "delicious," "soft," "crispy," "fresh," and "nutritious" perform similar descriptive functions.

2-jadval.

Baholovchi va tavsifiy birliklarning pragmatik xususiyatlari¹

Ifoda turi	Ingliz tilidagi misol	O'zbek tilidagi misol	Pragmatik xususiyat
Ta'mni baholash	Delicious, flavorful	Mazali, xushxo'r	Ijobiy taassurot shakllantirish
Tuzilishni tavsiflash	Tender, crispy	Yumshoq, qarsildoq	Taomning sezgi xususiyatlarini ifodalash
Yangilikni ta'kidlash	Fresh ingredients	Yangi masallqlar	Mahsulot xususiyatiga e'tibor qaratish
To'yimlilikni ifodalash	Hearty meal	To'yimli taom	Taomning iste'mol qiymatini ko'rsatish

¹ muallif tomonidan namunaviy leksik birliklar asosida tuzilgan.

O'ziga xoslikni ta'kidlash	Signature dish	Oshxonaning maxsus taomi	Taomning alohida maqomini ko'rsatish
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The pragmatic effect of these units is closely linked to their textual context. For instance, the phrase "crispy chicken" describes the texture of a chicken dish, while the Uzbek equivalent "qarsildoq tovuq" serves to convey this same characteristic. Such descriptions can help consumers visualize the qualities of the dish; however, empirical research involving consumers is required to determine the extent to which such descriptions influence actual purchasing decisions. Another characteristic of evaluative language is its ability to combine informational and promotional functions. For example, while the phrase "freshly baked bread" indicates how the bread was prepared, the phrasing "our delicious freshly baked bread" adds a layer of positive evaluation. A similar pragmatic blend is observed in the Uzbek phrase "yangi pishirilgan, mazali nonimiz" (our freshly baked, delicious bread). Thus, evaluative units can reinforce not only the descriptive nature of menu text but also its persuasive quality. Online menu texts in both English and Uzbek employ common strategies to influence consumers. In both languages, evaluative adjectives, descriptive phrases, and constructions that offer suggestions or issue calls to action can serve to achieve communicative goals. At the same time, differences may arise regarding forms of address, the conciseness of expressions, descriptions of national dishes, and cultural context. Expressions in Uzbek such as "tatib ko'ring" (please taste) or "marhamat, buyurtma bering" (please place your order) often convey a tone of respect and courtesy. In contrast, English phrases like "Try our special dish" or "Order now" employ a direct call to action. However, these characteristics cannot be viewed as rigid rules applicable to all English or Uzbek menus; their usage varies depending on the restaurant's style, the target audience, the communicative context, and the platform's design. Analysis also indicates that informational and persuasive strategies are frequently combined in online menu texts. While precise information about a dish's ingredients helps the consumer make a choice, evaluative terms can highlight the product's appeal. Therefore, creating an effective menu text requires harmonizing factual accuracy, clear descriptions, and the appropriate use of persuasive language.

Summary of Research Findings

Based on the theoretical and linguistic analysis conducted, the following conclusions can be drawn:

1. Online menu texts serve as multifunctional communicative tools. In addition to providing information about the food, they can attract the consumer's attention and encourage their choice.
2. Evaluative vocabulary plays a significant pragmatic role. Linguistic units expressing taste, quality, freshness, and texture help shape the consumer's mental image of the dish.
3. Persuasion strategies manifest in various linguistic forms. These include direct address, appeals, special offers, and the highlighting of a product's unique characteristics.



4. While English and Uzbek share certain pragmatic devices, there are also context-dependent differences. Identifying these requires comparing actual menu texts from both languages based on consistent criteria.

5. Communicative effectiveness cannot be assessed solely by the presence of specific linguistic units. To reliably determine the impact of a particular strategy on purchasing decisions, it is necessary to utilize surveys, experiments, or empirical data regarding consumer behavior. Overall, the pragmatic characteristics of internet menu texts in English and Uzbek manifest through the interplay of evaluative vocabulary, descriptive expressions, and strategies of persuasion and encouragement. A comparative study of these texts establishes a vital theoretical foundation for understanding the communicative potential of digital gastronomic discourse and for linguistically refining consumer-oriented texts.

CONCLUSION

The study of the pragmatic characteristics of online menu texts in English and Uzbek reveals that these texts serve not merely to provide information about dishes but also to attract consumer attention, showcase product appeal, and encourage the selection process. The selection and use of linguistic units in online menus are intrinsically linked to the text's communicative purpose, the target audience, and the characteristics of the product being presented. Analysis indicates that evaluative vocabulary and descriptive expressions are key tools in defining the pragmatic potential of online menu texts. Terms such as **delicious**, **freshly prepared**, and **crispy** in English—and their Uzbek equivalents like **mazali**, **yangi tayyorlangan**, and **qarsildoq**—help shape the consumer's perception by describing the taste, quality, and characteristics of the dish. Such tools can simultaneously fulfill the functions of providing information and conveying a positive assessment. Furthermore, strategies of persuasion and encouragement play a significant role in the communicative structure of online menus. Direct appeals, imperative structures, special offers, and expressions highlighting the uniqueness of a dish are employed to focus consumer attention on specific products. However, the actual impact of these tools on purchasing decisions depends on consumer needs, the situation, and other factors, requiring determination through specific empirical research. A comparative study of online menu texts in English and Uzbek reveals not only shared pragmatic strategies but also differences regarding forms of address, descriptive techniques, and cultural contexts. Therefore, when crafting menu texts, it is essential to consider the communicative properties of the language, the clarity of information for the consumer, and national-cultural distinctiveness. Overall, the pragmatic effectiveness of online menu texts hinges on the appropriate combination of evaluative vocabulary, informative descriptions, and persuasive expressions. Comparative research in this area establishes a scientific and practical foundation for gaining a deeper understanding of the linguistic characteristics of gastronomic discourse, refining digital communication tools, and effectively creating consumer-

oriented texts. In the future, compiling a corpus based on actual online menus in English and Uzbek, as well as employing survey or experimental methods, will make it possible to assess more precisely the impact of pragmatic strategies on consumer choice.

Foydalanilgan adabiyotlar

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