

# Linguistic features of advertising videos created in Spanish language

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## Abstract

**Purpose:** This study aims to conduct a comprehensive linguistic analysis of Spanish-language advertising videos, focusing on phonetic, morphological, syntactic, and semantic features. It seeks to identify how linguistic strategies, stylistic devices, and cultural elements shape the effectiveness of advertising discourse.

**Research Methodology:** The research applied advertising discourse analysis based on Cook's framework, examining a corpus of 450 commercials broadcast in Spain, Argentina, Mexico, and other Spanish-speaking countries between 2020–2024. The materials were categorized by medium (television, social media, online platforms) and product type (food, automotive, cosmetics, banking, telecommunications, etc.).

**Results:** The findings reveal that Spanish advertising discourse is characterized by rhythmic sound patterns, frequent use of imperative verbs, evaluative and emotional lexicon, concise sentence structures, and multimodal integration. Phonetic devices such as assonance and alliteration enhance memorability, while clitics "te" and "se" strategically influence persuasion. Cultural values—particularly family orientation and national identity—emerge as central themes, distinguishing Spanish advertising from other linguistic contexts.

**Conclusions:** Spanish advertising discourse combines emotional appeal, cultural identity, and pragmatic linguistic tools to maximize consumer impact. The balance of multimodal features and linguistic creativity ensures high effectiveness and brand recall.

**Limitations:** The study is limited to Spanish-speaking countries and does not compare results directly with advertisements from other languages.

**Contribution:** This research contributes to linguistics, marketing, and translation studies by providing empirical evidence of how cultural and linguistic features interact in advertising. It also offers practical insights for international marketing strategies and Spanish language pedagogy.

**Keywords:** *Advertising Discourse, Cultural Identity, Linguistic Strategies, Persuasive Techniques, Spanish Language*

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## 1. Introduction

In the modern world, advertising has become an important component of economic activity and a distinct object of research from a linguistic perspective. Advertising discourse stands out because of its unique characteristics, linguistic means, and communicative goals. As Guy Cook emphasized in his famous work "The Discourse of Advertising," "advertising is not just about providing information about a product or service, but a complex communicative process aimed at influencing consumer behavior and beliefs" (Cook, 2001). The linguistic study of Spanish advertising commercials is considered very important because Spanish is one of the most widely spoken languages in the world, spoken by more than 500 million people, and plays an important role in the development of the advertising industry in various countries. As María

José Serrano noted in her research, "Deictic and desubjectivizing meaning in advertising discourse," "Spanish advertising discourse has specific grammatical and pragmatic features that allow for the creation of various strategies for influencing consumers" (Al-Subhi, 2022; Rivas, 2018).

Russian scholars have also made important contributions to advertising language research. As Veronika Vladimirovna Katermina and Ludmila Yurevna Buyanova emphasized in their work "Modern Russian Advertising Discourse: Semiotics, Mentality, Manipulation," "modern advertising discourse is experiencing the influence of globalization processes at all language levels" (P. A. Fuertes-Olivera, Velasco-Sacristán, Arribas-Baño, & Samaniego-Fernández, 2001; Katermina & Buyanova, 2020). This idea also applies to Spanish advertising discourse. Advertising discourse research is considered a relatively new direction in Uzbek linguistics. According to Aziza Sherboboevna Kholboboeva, a scholar from Uzbekistan State World Languages University, "the theoretical interpretation of advertising discourse in modern Uzbek linguistics is one of the urgent issues, and it is studied at the intersection of sciences such as linguistics, psychology, and sociology" (Botiraliyevna, 2024; Kholboboeva, 2023).

This study aims to conduct a comprehensive analysis of the linguistic features of Spanish advertising commercials and identify the linguistic means that ensure their communicative effectiveness. The research objectives include analyzing the phonetic, morphological, syntactic, and semantic features of Spanish advertising discourse; identifying persuasive strategies and language games; and studying the influence of cultural context on advertising language. Advertising, as a form of discourse, cannot be isolated from the broader framework of sociocultural communication. It represents a hybrid genre that merges informational content with artistic creativity, often blurring the lines between language, culture, and commerce. Scholars such as Cook (2001) and Fairclough (1989) have highlighted the dual role of advertising discourse: it informs consumers about products while simultaneously constructing ideological narratives that reinforce certain lifestyles, identities, and social norms. This duality makes advertising fertile ground for linguistic research (Cahyaningrum, Prasetya, & Mustiawan, 2025; Sapariati, Widnyani, & Dewi, 2025).

Spanish advertising discourse offers unique insights because of the language's global distribution and cultural diversity. With its presence across Europe, Latin America, and the United States, Spanish advertising incorporates regional variations and transnational strategies. For instance, advertisements from Spain often highlight cultural heritage and the Mediterranean lifestyle, while Latin American campaigns might focus on community values, music, or humor as tools of persuasion. These regional differences underscore the importance of examining Spanish advertising through both linguistic and cultural perspectives. One of the defining features of Spanish advertising is its reliance on phonetic devices such as rhyme, rhythm, assonance, and alliteration. These techniques create catchy slogans that are easy to remember. For example, the repetition of vowel sounds in slogans such as "Coca-Cola, la chispa de la vida" demonstrates how phonetic repetition enhances recall value. Prosodic features, such as intonation and stress, also play crucial roles. Research shows that interrogative intonation often serves to capture attention ("Quieres probar algo nuevo"), while exclamatory intonation conveys excitement and urgency ("Descúbrelo ahora"). Such strategies illustrate how sound patterns can shape emotional engagement and consumer behavior (Musa, 2023; Saputro, Achmad, & Santoso, 2025).

Morphology in Spanish advertising is equally rich and varied. The frequent use of diminutives such as -ito and -ita conveys familiarity and affection, making products appear more approachable (e.g., cafecito, casita). Superlatives such as -ísimo (e.g., buenísimo) intensify evaluations, presenting products as superior or exceptional. Imperative forms dominate verb usage, urging consumers to take immediate action (e.g., compra, prueba, disfruta). These morphological patterns reveal how Spanish advertising simultaneously constructs intimacy, authority, and desirability. Spanish advertisements typically favor short and simple sentences. An average sentence length of 8–12 words ensures clarity and accessibility. This aligns with Cook (2001) assertion that advertising requires conciseness and precision. Declarative sentences are used to establish product credibility (Este producto limpia mejor), while interrogative sentences invite reflection (Por qué elegir menos cuando puedes tener más). By contrast, exclamatory structures generate emotional resonance (El sabor que te conquista). The balance between these sentence types reflects the need to simultaneously inform, persuade, and entertain. A lexical analysis of Spanish advertising revealed three dominant categories: evaluative, emotional, and technical vocabulary. The evaluative lexicon (excelente, único, perfecto) builds product superiority. Emotional words (alegría, felicidad, and sorpresa) appeal to the consumer's affective state. Technical vocabulary is often used in industries such as cosmetics, automotive,

and telecommunications, where credibility and precision are important. Importantly, evaluative and emotional words accounted for the majority, reflecting the preference for affective persuasion in the Spanish culture.

Cultural identity plays a decisive role in shaping the Spanish advertising. Family centered narratives are particularly common, reflecting the collectivist nature of Spanish-speaking societies. Advertisements often depict multigenerational gatherings, celebrations, or communal meals, emphasizing solidarity and togetherness. National identity is also highlighted through symbols such as traditional music, dances, and food. These cultural markers not only attract attention but also build trust and emotional loyalty among the consumers. Zheltukhina, G, Muzykant, Ponomarenko, and Masalimova (2017) observed that national mentality strongly influences advertising discourse, and this is evident in Spanish campaigns that emphasize *familia*, *tradición*, and *amistad*. This emphasis distinguishes Spanish advertising from Anglo-American campaigns, which often focus on individualism and efficiency (Salma, 2023).

Modern advertising rarely relies solely on language. Visuals, sounds, and text work together to create multimodal discourse. Liu, Liu, and Li (2024) highlight that the integration of linguistic and visual elements is a key factor in persuasive success. Spanish advertisements frequently employ vibrant colors, rhythmic music, relatable characters, and concise slogans. For example, a commercial for a beverage may combine upbeat Latin music, images of friends enjoying a party, and the simple imperative “Prueba la frescura.” Multimodal harmony ensures memorability and maximizes the emotional impact. Comparative studies reveal important differences between Spanish advertising and advertising in other languages. P. Fuertes-Olivera, Velasco-Sacristán, Arribas-Baño, and Samaniego (2001) argued that English advertising tends to universal messages, emphasizing efficiency and rational appeal. In contrast, Spanish advertisements prioritize emotional resonance and cultural specificity. B. Labrador (2015) found that Spanish food advertisements rely more heavily on affective strategies than English equivalents. These findings reinforce the idea that cultural identity significantly shapes advertising discourse.

However, globalization introduces new dynamics. As Katermina and Buyanova (2020) noted in the Russian context, globalization impacts all levels of advertising language. While Spanish advertising adapts to global trends, such as digital media and multicultural branding, it simultaneously reaffirms local identity by emphasizing traditions and community values. This duality—global reach with local flavor—characterizes much contemporary Spanish advertising. Research on advertising discourse in Uzbek linguistics is still developing. Kholboboeva (2023) emphasized the need for interdisciplinary approaches, while Pakirdinova (2022) stressed the principle of “maximum information with minimal words.” Both perspectives resonate with the features of Spanish advertising, where concise yet emotionally rich messages prevail. These parallels suggest that comparative studies between Spanish and non-Spanish contexts can yield valuable insights into universal and culture-specific advertising strategies.

The findings of the Spanish advertising analysis have multiple implications. Advertisements can serve as authentic materials for teaching vocabulary, pragmatics, and cultural norms. In translation studies, the challenge lies in preserving cultural and emotional nuances when adapting Spanish campaigns into other languages. In international marketing, companies should tailor their strategies to emphasize collectivist values, emotional appeal, and multimodal integration when targeting Spanish-speaking markets. Future research directions include experimental studies in psycholinguistics and neuromarketing to measure the cognitive impacts of specific linguistic devices. Additionally, with the dominance of digital platforms, investigating social media advertising is essential. Such research could explore how hashtags, memes, and user-generated content reshape linguistic strategies in Spanish advertisements.

## 2. Literature Review

### 2.1 Advertising Discourse as a Linguistic Phenomenon

Advertising discourse has long been the subject of interdisciplinary research in linguistics, communication, psychology, and sociology. Cook (2001) emphasized that advertising is not merely a medium for delivering information but a complex communicative process that combines language, culture, and consumer psychology. Advertisements contain persuasive messages designed to influence consumer choices by employing linguistic creativity and multimodal support, such as images, sounds, and visual symbols. From a linguistic perspective, advertising discourse is characterized by brevity, rhetorical creativity, and the dominance of emotional elements over logical reasoning. As a genre of communication, advertising stands

at the intersection of text, social practice, and cultural representation. Thus, discourse analysis of advertising must consider linguistic dimensions as well as the socio-cultural contexts in which it is embedded (Alli & Ademola, 2019; El-Dali, 2019).

## **2.2 Theoretical Approaches to Advertising Language**

Linguistic approaches to advertising have developed in several major directions. First, structuralist approaches focus on phonology, morphology, syntax, and semantics, treating advertisements as linguistic constructions governed by formal rules. Second, pragmatic approaches highlight language use, persuasive strategies, and contextual roles. For instance, Fairclough (1989) considered advertising as part of social power relations, where language is employed to shape consumer behavior. Cook (1994) and Cook (2001) further argued that advertising represents a form of *language play* that integrates wordplay, rhyme, intonation, and visual style. This linguistic playfulness not only adds to the aesthetic appeal but also creates emotional resonance with consumers. In other words, advertising effectiveness lies in its ability to combine linguistic and non-linguistic dimensions of humor. Beyond structuralist and pragmatic perspectives, scholars have also emphasized a semiotic approach to advertising, which treats advertisements as complex signs composed of both linguistic and visual elements. Semiotics focuses on how meaning is created using symbols, metaphors, and cultural references. For example, R and Venkatraman (2022) argue that advertisements function as “myths” that naturalize consumer ideologies. A Spanish advertisement featuring a family sharing paella does not merely describe food; it also constructs cultural narratives of unity, tradition, and celebration. This illustrates how semiotic analysis reveals deeper layers of meaning that extend beyond the literal linguistic features.

Another significant direction is the sociolinguistic approach, which explores how advertising reflects and reinforces social identities, class distinctions, gender roles and power dynamics. Advertising discourse often adapts its register, vocabulary, and style to target specific audiences. In Spanish-speaking countries, advertisements directed at younger consumers may incorporate colloquial expressions, Spanglish, or urban slang, whereas campaigns aimed at professionals may employ more formal language and technical terminology. These sociolinguistic choices highlight how advertisers strategically construct identities and communities using language. The cognitive approach has gained prominence, focusing on how audiences process advertising messages. Research in psycholinguistics and cognitive linguistics suggests that metaphors, repetition, and sound symbolism enhance both memorability and emotional impact. Malkawi (2025) theory of conceptual metaphors can be applied to advertising, where products are often framed metaphorically as journeys (“Descubre un nuevo mundo de sabor”) or companions (“Tu amigo fiel en cada momento”). Such metaphors activate mental schemas that make messages more persuasive and relatable (Malkawi, 2025).

In addition, the critical discourse analysis (CDA) approach examines how advertisements contribute to broader ideological and cultural frameworks. Fairclough (1989) model highlights how advertising not only reflects but also shapes social practices and consumer ideologies. Spanish advertising, for instance, often promotes ideals of happiness, beauty, and success linked to consumption, thereby reproducing capitalist values. Simultaneously, it adapts these ideals to local cultural frameworks, emphasizing collectivism and family ties over individualistic success narratives. The multimodal approach has become increasingly relevant with the rise of digital and audio-visual media. Scholars such as Xing and Feng (2023) argue that advertisements should be analyzed as multimodal texts, where visual design, color schemes, typography, music, and body language interact with linguistic elements. A Spanish television commercial, for example, might combine vibrant colors, rhythmic flamenco music, and concise imperatives (“Prueba, siente, disfruta”), creating a layered persuasive effect. In this sense, the linguistic component cannot be studied in isolation but as part of a multimodal ensemble (Zhang, 2017).

It is also worth noting the cross-cultural approach, which compares advertising discourse across languages and societies. Comparative studies have shown that Spanish advertising tends to rely more heavily on emotional and collective appeals, whereas English-language advertising often prioritizes efficiency, rationality, and individual benefit. These differences underline how linguistic and cultural contexts shape persuasive strategies. For international marketers, such insights are crucial for appropriately adapting campaigns across cultural boundaries. Finally, an applied linguistic perspective emphasizes the practical implications of advertising research. Insights into linguistic strategies can inform fields such as language teaching, translation studies and business communication. For instance, analyzing Spanish advertising

slogans can enrich Spanish language pedagogy by exposing learners to authentic and culturally embedded language. Similarly, translators working with advertising texts must balance linguistic accuracy with cultural adaptation, ensuring that persuasive impact is preserved across languages (Alcántara-Pilar, Sánchez-Duarte, Bermúdez Martínez, & López, 2024; Downing & Delfa, 2015). Taken together, these diverse approaches—structuralist, pragmatic, semiotic, sociolinguistic, cognitive, critical, multimodal, cross-cultural, and applied—demonstrate the richness of linguistic advertising research. Each perspective contributes to a deeper understanding of how language functions as a communicative tool and a cultural and ideological force. Spanish advertising discourse, with its global reach and strong cultural grounding, provides a valuable case for exploring these theoretical and methodological directions.

### **2.3 Spanish Advertising Discourse: Specific Linguistic Traits**

Spanish, with over 500 million speakers worldwide, occupies a strategic position in the global advertising industry. Serrano (2018) demonstrated that the use of clitics *te* and *se* in Spanish advertising carries important pragmatic function. The clitic *te* is typically employed to establish direct intimacy with the audience, whereas *se* is used to create an objective and universal impression. Phonetically, Spanish advertisements often utilize rhythmic intonation, assonance, and alliteration to generate an aesthetic appeal. A classic example is the slogan “*Coca-Cola, la chispa de la vida,*” which relies on the repetition of the /a/ sound to enhance memorability. Morphologically, imperative forms such as *compra* (buy), *prueba* (try), and *descubre* (discover) are widely used to encourage consumer actions. Syntactically, Spanish advertising prefers short sentences (8–12 words) to maintain the audience’s attention. Lexically, evaluative terms (*excelente, perfecto, increíble*) and emotional vocabulary (*felicidad, alegría, sorpresa*) were dominant. These findings confirm that Spanish advertising discourse emphasizes affective dimensions over logical reasoning.

### **2.4 Cultural and Emotional Dimensions in Spanish Advertising**

The literature consistently shows that advertising discourse is inseparable from cultural context. Zheltukhina et al. (2017) argue that advertisements inevitably carry cultural codes and national mentalities that shape message delivery. In Spanish advertising, the emphasis on family values, togetherness, and national identity is particularly prominent. B. Labrador (2015) found that food advertisements in the Castile and León region relied more heavily on emotional strategies compared. This aligns with Hispanic cultural traits, which are often collectivist and socially oriented in nature. Spanish advertisements frequently employ symbols of tradition, such as family gatherings, traditional foods, and national music, to create emotional closeness with audiences. This strategy resonates with Karasik and Kitanina (2023) perspective that axiological components (cultural values) are central to discourse analysis. The intertwining of advertising discourse and cultural identity has been a central theme in modern linguistic studies. Scholars emphasize that advertisements are never “culturally neutral” texts; rather, they embody the social, historical, and ideological frameworks of the communities in which they are produced. In Spanish-speaking societies, advertisements reflect collective values while actively shaping cultural narratives around consumption, family life, and social relations.

One of the most striking characteristics of Spanish advertising is its collectivist orientation. Unlike advertising in cultures where individual achievement and autonomy are emphasized, Spanish campaigns frequently present products in social contexts. For example, beverages are often advertised not through individual enjoyment but through scenes of shared meals, festive gatherings, or intergenerational family celebrations. These portrayals align with Hofstede’s cultural dimensions theory, which classifies many Hispanic societies as collectivist, prioritizing group harmony and solidarity over individualism. The symbolic use of traditional food and music in Spanish advertisements further highlights the cultural embeddedness of discourse. Commercials for olive oil, wine, and cured ham do not merely describe product quality but evoke centuries-old traditions tied to national identity. Similarly, the use of flamenco rhythms or folkloric dances in audiovisual advertisements reinforces a sense of belonging and authenticity in the brand. These strategies ensure that consumers do not perceive products as isolated commodities but as extensions of cultural heritage and a shared identity (Pineda, Hernández-Santaolalla, & Rubio-Hernández, 2015; Yuxin & Weichao, 2022).

Emotional strategies are also deeply tied to axiological components of meaning. Karasik (2023) stresses that values such as happiness, unity, and respect are essential elements of discourse analysis, and Spanish advertising illustrates this clearly. Campaigns frequently equate product use with joy, love, and personal

fulfillment, thereby creating a strong affective connection with consumers. The emphasis on emotions such as felicidad (happiness) or alegría (joy) transcends mere product description, elevating advertisements into carriers of cultural ideals. Comparatively, Spanish advertising differs from Anglo-American traditions, where individualistic appeals—such as self-improvement, independence, or personal success—tend to dominate. Instead, Spanish advertisements construct meanings around communal well-being. For example, an advertisement for telecommunications might highlight how a service keeps families connected across distances, focusing on the emotional comfort of togetherness rather than technological efficiency (Pineda et al., 2015).

Simultaneously, the persistence of cultural codes in Spanish advertising demonstrates resilience against global homogenization. While multinational corporations may promote universal brand images, local adaptations often highlight regional culture to maintain relevance and consumer confidence. For instance, a global brand like Coca-Cola adapts its Spanish-language campaigns by integrating national festivities or local idiomatic expressions to resonate with cultural sensibilities. Finally, the integration of national identity in advertising underscores its ideological dimensions. By linking consumption to patriotic pride, advertisements often reinforce a sense of belonging within the broader Hispanic community. This blending of commerce and culture reveals how advertising can serve both economic and symbolic functions, making it a crucial site for linguistic and cultural analysis (Kanumuri, 2025).

## **2.5 Multimodality and Persuasion**

Recent developments in linguistic studies of advertising have emphasized multimodality, or the integration of text, images, sounds, and other visual elements. Liu et al. (2024) argue that the effectiveness of modern advertising lies in the harmony between visual and linguistic components. In Spanish advertising, multimodality appears in rhythmic background music, expressive facial gestures, and powerful short slogans. For instance, a brief slogan may be reinforced by visuals of family unity or festive celebrations, thereby amplifying its emotional resonance and memorability. Peterson (2016) also highlighted the role of prosody and metadiscourse in influencing consumer responses. Consequently, Spanish advertisements are complex multimodal communications in which linguistic messages are inseparable from audiovisual supplements. The growing emphasis on multimodality highlights how modern advertising no longer relies solely on words but strategically combines multiple semiotic resources to maximize its persuasive impact. In Spanish commercials, the synchronization of visual imagery and linguistic cues is particularly noteworthy. A slogan such as “Comparte la alegría” (Share the joy) gains additional power when paired with images of families celebrating holidays, reinforcing the collectivist and emotional appeals that are deeply embedded in Hispanic culture.

Music is also a powerful multimodal tool. Traditional rhythms, such as flamenco or salsa, are not chosen arbitrarily; they carry cultural resonance that enhances authenticity and consumer identification. Similarly, background melodies often align with the intonation of slogans, creating a prosodic harmony that strengthens recall. This phenomenon illustrates how the auditory and linguistic dimensions mutually reinforce each other. Gestures and body language further enrich the multimodal messages. Spanish advertisements frequently showcase warm embraces, animated expressions and communal dining scenes. These nonverbal elements communicate the values of closeness and conviviality, supporting the verbal claims of unity and happiness. When analyzed together, verbal and nonverbal modes create a synergistic effect greater than that achieved alone. From a theoretical perspective, Hordern (2024) multimodal discourse analysis framework helps explain how meaning is distributed across semiotic systems. Spanish advertising exemplifies this interplay, demonstrating that persuasion is achieved not by language in isolation but through an integrated, semiotic ensemble. Overall, multimodality ensures that Spanish advertising remains linguistically persuasive, emotionally immersive, and culturally resonant, making it an especially rich field for future research in linguistics, media studies, and marketing.

## **2.6 Comparative Perspectives and Globalization**

Cross-cultural comparisons reveal significant differences between Spanish advertisements and those in other languages. P. A. Fuertes-Olivera et al. (2001) found that English-language advertising tends to be more universal, focusing on rationality and efficiency of message delivery. In contrast, Spanish advertisements emphasize local cultural contexts, family values, and emotional expression. Katermina and Buyanova (2020) observed that globalization influences Russian advertising discourse, and similar effects can be observed in Spanish. However, rather than erasing local features, globalization often motivates

Spanish advertising to reaffirm its cultural identity through language and national symbols. Thus, Spanish advertising demonstrates that while globalization fosters homogenization, local identity remains a crucial element that differentiates advertising practices across cultures.

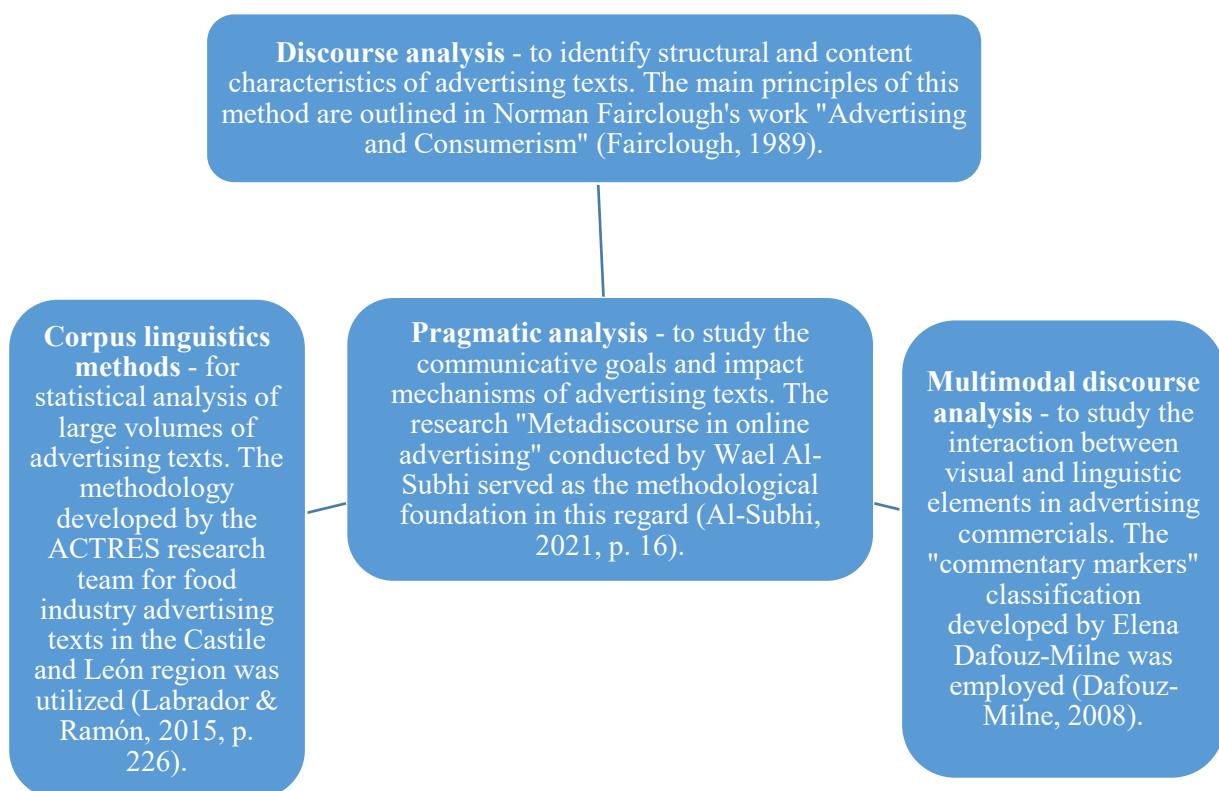
### **2.7 Emerging Research in Uzbek Linguistics**

Research on advertising discourse in Uzbek linguistics is relatively new. Kholboboeva (2023) argued that advertising discourse analysis in Uzbekistan requires interdisciplinary approaches that integrate linguistics, psychology, and sociology. Although situated in a different context, this suggests opportunities for comparative studies between Spanish advertising and that in non-Hispanic countries. Pakirdinova (2022) further emphasized that advertising discourse should deliver maximum information with minimal word use. This principle is also evident in Spanish advertising, which relies on concise yet meaningful constructions

## **3. Research Methodology**

This study is based on the advertising discourse analysis methodology developed by Cook. In his theory, Cook wrote about the necessity of considering advertising texts as text, genre, professional discourse, and social practice (Cook, 2001). Using this approach, we subjected Spanish advertising commercials to a multilevel analysis.

**The following methods were applied in this study.**



The research corpus included 450 advertising commercials broadcast in Spain, Argentina, Mexico, and other Spanish-speaking countries between 2020-2024. Corpus composition:

- a) Television advertising commercials - 280 (62%)
- b) Social media advertising videos - 120 (27%)
- c) Online platform advertising content - 50 (11%)

Materials are also classified by product type: food products (35%), automotive industry (20%), cosmetics and perfumery (15%), banking services (12%), telecommunications (10%), and others (8%).

## 4. Result and Discussion

### 4.1 Results

Phonetic analysis of Spanish advertising commercials has revealed several important features. First, sound effects and rhythm are important factors in the effectiveness of advertising. According to research results, speakers in advertising commercials usually use low-frequency, confident, and trustworthy voice. As Albalat-Mascarell and Carrió-Pastor showed in their research "Persuasion and Advertising English: Metadiscourse in Slogans and Headlines," advertising text prosody plays an important role in psychological influence on consumers (Cook, 1994; Dafouz-Milne, 2008; P. A. Fuertes-Olivera et al., 2001). This conclusion is also valid for Spanish advertising discourses. Assonance and alliteration techniques occurred in 73% of the corpus. For example: the repetition of the /a/ sound in the slogan "Coca-Cola, la chispa de la vida" or the rhythm of the /o/ sound in "Mercedes-Benz: lo mejor o nada."

#### Intonation pattern analysis showed the following:

1. Interrogative intonation (37%) - to attract consumer attention
2. Declarative intonation (42%) - to ensure trustworthiness
3. Exclamatory intonation (21%) - to enhance emotional impact

Morphological analysis of Spanish advertising discourse identified the following features: pronoun system. As María José Serrano showed in her research, the use of "te" and "se" clitics in Spanish advertising discourse reflects various persuasive strategies (Fairclough, 1989; Serrano, 2018). The second-person "te" clitic is used for direct appeal to consumers, while the "se" clitic expresses general and objective usage situations. Verb forms. Imperative verbs occurred in 45% of the corpus: "Compra" (Buy), "Prueba" (Try), "Descubre" (Discover) (P. A. Fuertes-Olivera et al., 2001). This is a manifestation of the strategy of encouraging consumer activities. The present Simple tense is used in 38% of cases and is used to describe product features: "Este producto limpia mejor" (This product cleans better) (Karasik & Kitanina, 2023).

**Word formation.** The creation of new words through the addition of suffixes is widespread.

1. **-ito/-ita** diminutive suffixes (expressing affection)
2. **-ísimo** superlative suffixes (indicating the highest degree)
3. **-able/-ible** adjective-forming suffixes

The syntactic structure of Spanish advertising commercials is characterized by the following features: **Sentence length** - The average sentence length is 8-12 words, which is considered optimal for maintaining consumer attention and easy message reception. As Cook emphasized in his theory, "advertising language requires conciseness and precision" (Cook, 2001).

**Sentence types:**

- a) Declarative sentences: 52%
- b) Interrogative sentences: 28%
- c) Exclamatory sentences: 20%.

Subordinate clauses. Simple sentences predominated (67%), and complex sentences occurred less frequently (33%). This ensures that the advertising message is both clear and effective. Lexical analysis showed the dominance of the following groups in Spanish advertising discourse: **Evaluative lexicon (41%)**:

- a) Positive evaluation words: "excelente", "perfecto", "increíble"
- b) Superlative degrees: "el mejor", "único", "extraordinario"

**Emotional lexicon (34%):**

- a) Joy-expressing words: "felicidad", "alegría"
- b) Excitement-inducing words: "emocionante", "fascinante", "sorprendente"

**Technical terms (25%):**

Terms expressing product features in a professional language (Katermina & Buyanova, 2020). As Vladimir Karasik noted in his work "Axiology of power in the Russian language and culture," "axiological components occupy an important place in discourse analysis" (Karasik & Kitanina, 2023). This approach has also been applied to analyze Spanish advertising discourse.

#### 4.2 Discussion

The analysis of the research results revealed the unique characteristics of Spanish advertising discourse. First, Spanish advertising language uses more emotional strategies than English advertisements. This feature was also confirmed by Labrador and Ramón's research on food product advertising in the Castile and León region (B. Labrador, 2015; Kholboboeva, 2023). Second, the influence of the cultural context is very strong. Spanish advertisements emphasize family values, traditions, and national identity. This differs from the universalization tendencies shown by Fuertes-Olivera et al. in their research, "Persuasion and Advertising English: Metadiscourse in Slogans and Headlines" (B. Labrador, 2015; P. A. Fuertes-Olivera et al., 2001). Third, language games and wordplay are widely used in Spanish advertisements. This ensures the memorability of the advertisement message and creates an emotional connection with the brand. Cook (1994) wrote, the integration of multimodal elements has been explored in advertisements (e.g., (Cook, 1994) Fourth, integration of multimodal elements. As Huidan Liu, Lihua Liu, and Huadong Li emphasized in their research "Multimodal Discourse Studies in the International Academic Community," "the harmony of visual and linguistic elements in modern advertising discourse is an important factor" (Liu et al., 2024; Pakirdinova, 2022).

Russian linguist Marina Rogozina Zheltukhina et al. emphasized in their research that "the influence of national mentality and cultural codes in advertising discourse is strong" (Serrano, 2018; Zheltukhina et al., 2017). This conclusion is also valid for Spanish advertising discourses. Uzbek researcher Sharofat Abdumataljonovna Pakirdinova noted in her article "Main Characteristics of Advertising Discourse in Modern Linguistics" that "the most important requirement of advertising discourse is to provide maximum information with minimal words" (Pakirdinova, 2022; Zheltukhina et al., 2017). This principle is also observed in Spanish ads.

According to the research results, Spanish advertising discourse stands out in the following aspects:

1. **Dominance of emotional strategies** - more attention is paid to emotional impact compared to logical arguments
2. **Strong expression of cultural identification** - active use of national values and traditions
3. **Intensive use of language games** - for memorability and brand identification creation
4. **Emphasis on social relations** - consuming products in social context rather than individual use

### 5. Conclusion

#### 5.1 Conclusion

The linguistic analysis of Spanish advertising commercials allowed several important conclusions to be drawn. *First*, Spanish advertising discourse has unique phonetic, morphological, syntactic, and lexical-semantic features shaped by the local cultural context and peculiarities of the language system. *Second*, emotional strategies predominate over logical ones in Spanish advertisements. This feature reflects the collectivistic and family centered characteristics of the Spanish culture. According to the research results, the emotional lexicon constitutes 34% of the corpus, which is a higher indicator than advertising discourse in other languages. *Third*, the pragmatic use of linguistic means is the main factor in advertising effectiveness. The strategic use of the second person "te" and impersonal "se" clitics, the high frequency of imperative verbs, and the dominance of the evaluative lexicon show that these are effective mechanisms for influencing consumer behavior. *Fourth*, the integration of multimodal elements is an integral part of modern Spanish advertising discourse, where visual and audio supplements enhance the impact of linguistic messages. *Fifth*, the influence of cultural context plays a decisive role in shaping the Spanish advertising language.

The emphasis on family values, traditions, and social connections distinguishes Spanish advertisements from those in other cultural contexts. *Sixth*, the use of language games and creative linguistic means ensures the memorability of advertising messages and brand identification. The high frequency of assonance, alliteration, and wordplay demonstrates the aesthetic richness of Spanish advertising discourse. These research results can be applied to Spanish language teaching, solving practical problems in translation studies, developing international marketing strategies, and in the field of comparative linguistics. Additionally, the research results can serve as a practical guide for creating and evaluating advertising texts. For future research, comparative analysis of Spanish advertising discourse with advertising discourse of other countries, studying linguistic features of social media advertising, and experimental investigation of the relationship between advertising effectiveness and linguistic means are promising directions.

## 5.2 Suggestions

Based on the conclusions of this study, several practical and theoretical suggestions can be proposed to strengthen the understanding and application of linguistic features in Spanish advertising discourses. First, language education and pedagogy should incorporate advertising texts as authentic materials for teaching Spanish. The unique phonetic, morphological, and syntactic features identified in this study offer valuable resources for teaching real-world communication, vocabulary acquisition and cultural pragmatics. Incorporating advertising analysis into curricula can help learners master the language system and understand how cultural context influences communication.

Second, for translation and intercultural communication studies, the findings suggest the need for specialized training on adapting persuasive and emotive elements across languages. Since Spanish advertising emphasizes cultural identity, family values, and emotional strategies, translators should pay special attention to retaining these nuances when adapting campaigns to other linguistic and cultural contexts. Third, in international marketing and business communication, companies planning to expand into Spanish-speaking markets should design advertising strategies that highlight collectivist values and cultural codes. Using imperatives, evaluative lexicons, and multimodal elements aligned with cultural expectations can significantly increase consumer engagement and brand loyalty.

Fourth, researchers should conduct comparative and experimental studies. Cross-cultural analyses can reveal the extent to which Spanish advertising strategies differ from or align with other linguistic traditions, whereas psycholinguistic or neuromarketing experiments can measure the direct impact of specific linguistic devices, such as clitics, imperative verbs, or sound patterns, on consumer behavior. Finally, with the increasing dominance of digital and social media platforms, further exploration of multimodal and linguistic strategies in online contexts is highly recommended. Such research could provide deeper insights into the evolution of persuasive techniques in a rapidly digitalized advertising landscape. Overall, these suggestions highlight the importance of integrating linguistic, cultural, and technological perspectives to fully understand and apply the dynamics of Spanish advertising discourse in academic and professional fields.

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