

**A CROSS-LINGUISTIC STUDY OF ENGLISH AND UZBEK SIGNS
IN PUBLIC PLACES**

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Abstract: *Public signs are vital communication tools that can be used to educate, guide, and enlighten a wide range of people in a variety of contexts. The linguistic features of these indicators must be examined to understand how effectively they convey meaning. This article explores the theoretical frameworks that underpin the analysis of language components in public signals using insights from linguistics, semiotics, and pragmatics.*

Key words: *Semiotics, symbols, triadic model, interpretant, discourse, linguistic environment, public signage*

**Сравнительный анализ английских и узбекских знаков в
общественных местах**

Аннотация: *Общественные знаки являются важными инструментами коммуникации, которые можно использовать для обучения, ориентации и просвещения широкого круга людей в различных контекстах. Лингвистические особенности этих индикаторов необходимо изучить, чтобы понять, насколько эффективно они передают значение. Эта статья исследует теоретические рамки, которые лежат в основе анализа языковых компонентов в общественных знаках, используя идеи из лингвистики, семиотики и прагматики.*

Ключевые слова: *Семиотика, символы, триадическая модель, интерпретант, дискурс, лингвистическая среда, общественные знаки.*

**INGLIZ VA O'ZBEK TILLARIDAGI JAMOAT BELGILARINING
LINGVISTIK XUSUSIYATLARI**



Annotatsiya: *Jamoat belgilari keng turdagi odamlarni turli kontekstlarda tarbiyalash, yo'naltirish va ma'rifatlantirish uchun muhim kommunikatsiya vositalaridir. Ushbu ko'rsatkichlarning lingvistik xususiyatlarini o'rganish, ularning ma'noni qanchalik samarali yetkazayotganini tushunish uchun zarur. Ushbu maqola jamoat belgilaridagi til komponentlarini tahlil qilish uchun asos bo'luvchi nazariy ramkalarni, lingvistika, semiotika va pragmatika sohalaridan olingan fikrlarni qo'llagan holda o'rganadi.*

Kalit so'zlar: *Simiotika, ramzlar, triadik model, interpretant, diskurs, lingvistik muhit, jamoat belgilari.*

INTRODUCTION

Public signs are essential communication tools that can be used in a variety of settings to inform, direct, and instruct a wide range of audiences. To comprehend how these indicators efficiently convey meaning, it is necessary to analyse their linguistic aspects. Using knowledge from linguistics, semiotics, and pragmatics, this chapter investigates the theoretical frameworks that support the examination of linguistic elements in public signals.

According to Edward Sapir and Benjamin Lee Whorf's theory of linguistic relativity, a person's language has an impact on how they see and understand the world. This theory highlights the significance of language choice in the setting of public signs. Diverse populations are accommodated via multilingual signs, which represent a community's linguistic environment. Studies have demonstrated that the accessibility and inclusivity of information can be affected by the presence or lack of specific languages on public signage.

Language and its internal features were studied by Uzbek linguists, who contributed to the development of general linguistics and its branches, such as X.A. Dadaboyev, I. Yo'ldoshev, S. Mo'minov, A. Nurmonov and others.

To comprehend how public signs work, pragmatics—the area of linguistics that studies language in context—is essential. Theories that emphasise how language performs actions include the Speech Act Theory, which was first proposed by J.L. Austin and then developed by John Searle. Public signs frequently function as petitions



(like "Please Keep Off the Grass") or directions (like "No Smoking"). Because social norms and expectations define how signals are received, the context in which a sign is put affects how it is interpreted. A sign in a park, for instance, might use a more courteous tone, reflecting the cultural values of the community.

For example, a sign in a park that reads *"Please Keep Off the Grass"* employs a polite directive that reflects social norms and expectations. The use of "please" indicates an attempt to engage the public respectfully, demonstrating an understanding of the context and cultural values surrounding community spaces.

In the case of the Uzbek language, this case is represented in the following way with a similar courteous tone:

"Maysani bosmang!" – In this sign, the courteous tone is represented differently compared to the English sample. In the Uzbek language, according to its structural category, suffixes play an important role in providing a polite tone reflecting cultural values. Moreover, there is another specific feature in the Uzbek language, which is the application of punctuation marks as a sign of either warning or caution.

According to cognitive linguistics, human intellect and experiences are fundamental to language. According to this idea, our mental frameworks influence the interpretations that signs convey. To improve understanding, public signs frequently use iconicity, which is when the sign looks like what it represents. A pedestrian crossing emblem, for example, makes the message instantly apparent by graphically representing a person walking. For signage to be effective, form and meaning must be cognitively connected.

Cognitive analysis of public signs, such as traffic signs, reveals how design and contextual factors influence perception, understanding, and behavior. By considering these elements, urban planners and designers can create more effective public signage that enhances communication, safety, and navigability in public spaces. This analysis underscores the importance of cognitive psychology in the design of public information systems.

In the following examples, we will illustrate some differences in the signs of both English and Uzbek languages. In the English language, in the context of public



places, the sign of “no smoking” is very common to see. The sign applies the present gerund form with a negative particle. The word "no" functions primarily as a **negative particle** in English. It is used to express negation or denial. In some contexts, it can also serve as an **adjective** (e.g., "no problem") or an **adverb** (e.g., "no longer"). However, in our context, it is in the function of denial. This context does not provide a direct with courteous tone in an apparent way, but it is still in the limits of community rules. The sign uses a neutral tone and it serves as a tone of a rule as a warning.

In the case of the Uzbek language, the sign with a similar meaning is given in the following way – “chekilmasin” or another version is also available – “chekish mumkin emas”. In the first version, the Uzbek language applies passive voices to transfer the meaning of warning, and in the other way, it is a neutral way of referencing someone without violating the rights and politeness rules. From a grammatical viewpoint, English and Uzbek samples are different from each other in their structures in the case of the first version in the Uzbek language. The second version of the Uzbek sign illustrates a particular similarity that is close to the English version, with the application of the negative particle “emas” and the gerund form of the verb. However, the clear difference despite the similarity is the usage of the word meaning possibility “mumkin”.

Discourse analysis studies how meanings are created via interaction and how language works in social settings. A unified narrative or informative campaign can be facilitated by public signs, which can be seen as a component of wider discourse networks. For instance, the public may be informed about safety precautions by a number of health-related signage in a public area. Our comprehension of these indicators' communication function is improved by examining their relationships with one another. In a hospital, a series of signs directing patients and visitors—such as “Emergency Room,” “Radiology,” and “Pharmacy”—contributes to a coherent discourse about navigating the facility. Each sign is part of a larger informational network that aids in understanding the layout and services provided.

A local café uses various signs to communicate with customers, including menu boards, directional signs, and promotional banners.



The language is casual and friendly, using phrases like "Try our delicious homemade muffins!" This invites customers to explore the offerings and creates a welcoming atmosphere.

The usage of informal tone and casual language, sometimes metaphoric ones, is also available in the case of the Uzbek language, too. Unlike the English language, informal words and casual tone are not so common, but creative usage of language can result in some publicly familiar and commonly used phrases. They contribute to a welcoming atmosphere in public eating places. Their language can vary from a formal one to an informal and created one. For example, a small fast food outlet has used the word "tog'a" as the name of the burgers prepared there as a "tog'a burger". The usage of this word has been largely connected to fun stories and jokes thanks to the media.

In English-speaking countries, signs in subways typically say: "Please do not lean on the door", "No leaning on the door", "Do not lean against the door." These messages are clear and direct to ensure safety and compliance.

"Please do not lean on the door." "Please" serves as a politeness marker, softening the command. "do not lean" is a negative imperative. "Do" acts as an auxiliary verb that negates the main verb "lean." "on the door" specifies the location of the action, with "on" as the preposition and "the door" as the noun phrase.

"No leaning on the door." "No" functions as a determiner indicating the absence of permission or allowance. "leaning on the door" employs a gerund ("leaning") as the head noun. This construction emphasizes the action as a concept rather than a direct command. "on the door" again specifies the location.

"Do not lean against the door." Similar to the first sentence, "do not" negates the imperative verb "lean." "against the door" uses "against" instead of "on," indicating a slightly different interaction with the door, emphasizing opposition or contact rather than just positioning.

All sentences are structured in the imperative mood, instructing or advising the listener. Each sentence employs negation to prohibit the action of leaning. The language is straightforward, suitable for signage where quick comprehension is essential. These sentences are designed to communicate safety instructions effectively



and clearly, using standard grammatical structures that enhance understanding in a public setting.

In Uzbekistan subways use the following sentences as a precaution sign message: **“Iltimos suyanmangiz”**. The similarity is the usage of word “iltimos” like in English, which is a politeness marker. Being stuck to the door, there is no references in Uzbek version the usage of location. The verb is used in imperative mode with politeness marks. The application of double suffixes that show politeness as well as command gives safety, caution and warns against an action. Moreover, the last suffix “-iz” from another point refers to a large group of people, in the plural form.

The discursive analysis of public signs in restaurants reveals how language, visual design, and contextual placement work together to shape customer experiences and behaviours. By carefully crafting their signage, restaurants can create a welcoming atmosphere, guide customer interactions, and promote their brand identity. Understanding these elements can help restaurant owners and designers improve communication and enhance the overall dining experience.

CONCLUSION

These examples illustrate how theoretical frameworks can be applied to the analysis of linguistic features in public signs. By understanding language choice, semiotic meaning, pragmatic context, cognitive associations, discourse relationships, and visual communication, we can create more effective and inclusive public signage that serves the needs of all community members.

A comprehensive theoretical framework that includes linguistic relativity, semiotics, pragmatics, cognitive linguistics, discourse analysis, and visual communication theory serves as the foundation for the study of linguistic aspects in public signs. Gaining an understanding of these theories improves our capacity to design inclusive, clear signs. Analysing public signs using these theoretical frameworks is becoming more and more crucial as urban environments continue to diversify, guaranteeing that communication is still meaningful and accessible to all community members.



The general summary will be that in order to analyze the language usage there is a need to consider extra linguistic features. Public language usage will be also affected by different societal factor such as homogeneous society, touristic centers, multinational place and the level of education of the inhabitants in the place. In some cases, very common second language usage can be seen as a means of a comprehensive tool to communicate.

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