

ЗНАЧИМОСТЬ РЕКЛАМНОГО ДИСКУРСА В ИННОВАЦИОННОЙ СОВРЕМЕННОСТИ

¹Бейшеналиева А.Н., ²Албанбаева Дж.О.

¹Старший преподаватель КГУ им. И. Арабаева, межструктурная кафедра иностранных языков, email: beishenaliyeva.anara@gmail.com

²Старший преподаватель КГУ им. И. Арабаева, специалист учебного отдела Института экономики и менеджмента, email: jikintosh77@mail.ru

Аннотация: Данная статья освещает специфику рекламного дискурса и влияние рекламного дискурса в инновационной современности. Основной целью статьи является выявление особенностей рекламных сообщений в дискурсе. В работе представлен краткий теоретический обзор основных исследований рекламного дискурса в отечественном и зарубежном языкознании.

Ключевые слова: дискурс, рекламные тексты, специфика рекламных текстов, особенности рекламных сообщений, отечественное и зарубежное языкознание

ЖАҢЫЧЫЛ ЗАМАНДАГЫ РЕКЛАМА ДИСКУРСУНУН МААНИСИ

¹Бейшеналиева А.Н., ²Албанбаева Дж.О.

¹И. Арабаев атындагы КМУнун ага окутуучу, курамдар аралык чет тилдер кафедрасы email: beishenaliyeva.anara@gmail.com

²И. Арабаев атындагы КМУнун Экономика жана менеджмент институтунун ага окутуучу, email: jikintosh77@mail.ru

Аннотация: Бул макалада жарнамалык дискурстун өзгөчөлүгү жана жаңычыл модернизмдеги жарнамалык дискурстун таасири баса белгиленет. Макаланын негизги максаты - дискурста жарнамалык билдирүүлөрдүн өзгөчөлүктөрүн аныктоо. Макалада ата мекендик жана чет элдик тил илиминдеги жарнамалык дискурстун негизги изилдөөлөрүнүн кыскача теориялык баяндамасы берилген.

Өзөктүү сөздөр: дискурс, жарнамалык тексттер, жарнамалык тексттердин өзгөчөлүгү, жарнамалык билдирүүлөрдүн өзгөчөлүктөрү, ата мекендик жана чет элдик тил илими

THE SIGNIFICANCE OF ADVERTISING DISCOURSE IN INNOVATIVE MODERNITY

¹Beishenaliyeva A.N., ²Albanbaeva Dzh.O.

¹Senior Lecturer, KSU I. Arabaeva, Interstructural Department of Foreign Languages email: beishenaliyeva.anara@gmail.com

²Senior Lecturer, KSU I. Arabaeva, specialist of the educational department of the Institute of Economics and Management, email: jikintosh77@mail.ru

Annotation: This article highlights the specifics of advertising discourse and the influence of advertising discourse in the innovative modernity. The main purpose of the article is to identify the

features of advertising messages in the discourse. The paper presents a brief theoretical review of the main studies of advertising discourse in domestic and foreign linguistics

Keywords: *discourse, advertising texts, specifics of advertising texts, features of advertising messages, domestic and foreign linguistics*

In the last decade, the array of advertising publications has become more and more significant. Advertising activity is analyzed from different angles: economic, sociological, cultural, legal, psychological, socio-philosophical, linguistic, etc. Therefore, marketers are primarily interested in the cost-effectiveness of advertising. Sociologists reveal the patterns of the impact of advertising on different groups of the population, taking into account the value orientations of the latter. The focus of attention of culturologists is advertising as a manifestation of mass culture. Lawyers conduct research, the object of which is an advertising text that allegedly violates one or another administrative or legal norm. Psychologists, studying advertising, focus on such phenomena as social perception, collective activity, motivation for achieving success, the level of claims, etc. In philosophical works, advertising is considered as an instrument of social transformations taking place in the last decade. Advertising in this case is comprehended as an essential characteristic of modern globalization. The focus of the linguistic study of advertising is the linguistics of the text, its description from the point of view of the basic paradigm "text - discourse" [1].

The topic considered in this article seems to be relevant, since such an ambiguous term, as "discourse" is at the present stage the most important part of research in the field, first, of the humanities, and linguistics as well. In this article, the object of our interest is the text of advertising, and the subject of research is the lingual-stylistic characteristics of American advertising discourse. Since we are talking about advertising in this article, it would be logical to define advertising and advertising text, as well as name the main types of advertising and advertising functions. A common definition of advertising is the definition provided by the American Marketing Association: "Advertising is a certain kind of information about goods, services or ideas and initiatives, distributed to the target audience and sponsored by people interested in promoting goods and services people" [2].

The concept of "discourse" has gained extraordinary popularity in modern linguistics and is interpreted ambiguously due to its rethinking in the light of trends towards an interdisciplinary consideration of language and depending on the objectives of the study [3].

Despite the large number of works on various problems of the text - a recognized communicative unit, there is no single generally accepted definition of the concept of "text", which, apparently, is explained by the great complexity and versatility of the object. Some scientists associate the text only with speech (E.A. Referovskaya, N.A. Kupina, A.I. Novikov, M.N. Kozhina, etc.). At the same time, it is pointed out that the very process of speech (oral or written) leads to the generation of a text - a speech product, a message that unfolds into a consistent description of a number of situations. The most typical for this point of view is the

definition of the text, which was proposed by I.R. Galperin: "A text is a work of a speech-creative process that has completeness, objectified in the form of a written document, literary processed in accordance with the type of this document, a work consisting of a name (title) and a number of special units (super-phrasal units), united by different types of lexical, grammatical, logical, stylistic connection, having a certain purposefulness and pragmatic attitude " [4].

All linguistic units have a binary relationship, which is traditionally associated with the level structure of the language. In this regard, the question of the terminological distinction between the concepts of text as a linguistic unit and text as a unit of speech quite legitimately arises.

Among the elements of the new tools of linguists is the term "discourse", which has been updated in linguistic works since the late 60s of the XX century. It can be argued that regardless of the national linguistic school or theoretical direction, the term "discourse" is used by all scientists to study and describe phenomena related to speech. Among the elements of the new tools of linguists is the term "discourse", which has been updated in linguistic works since the late 60s of the XX century. It can be argued that regardless of the national linguistic school or theoretical direction, the term "discourse" is used by all scientists to study and describe phenomena related to speech [5].

The definition of the concept of discourse in different linguistic sources is ambiguous, which shows the different attitude of linguists belonging to different linguistic schools to this concept. In American linguistics, discourse is understood primarily as oral, spontaneous speech. In Russian linguistics, the term discourse is used in a broader sense. The opinions of most modern scientists agree that the definition of discourse should reflect its most important formal, functional and situational characteristics. Thus, from the point of view of form, discourse is a formation that exceeds the sentence in its volume and is correlated with such linguistic units as a complex syntactic whole and text. From a functional point of view, discourse is viewed as a set of functionally organized and context-specific uses of language. The situational characteristic of discourse is that it includes a set of social, cultural and pragmatic factors that lie outside the actual linguistic matter, but have a direct impact on speech production [6, 8].

Discourse, being a dynamic process, reflects the functional features of speech and has a set of pragmatic, expressive and cognitive properties. For the language of advertising, it is important to distinguish between oral and written discourses, the construction of which has its own differences. Oral discourse allows for great lexical and grammatical variability, while prosody plays a significant role. Many phenomena that were considered part of the oral discourse subsequently entered the language system, were recorded in dictionaries and became part of the written discourse. Among these are single-word sentences, the use of elliptical constructions, various violations of word order, which is especially significant for a

language like English, where there is a fixed word order. These phenomena can only be understood on the basis of the context, both proper linguistic and extralinguistic.

Written discourse in the media has its own peculiarities of construction. Punctuation plays an important role in this process. Punctuation is different in different languages. [four]. For example, German advertising discourse is heavily regulated by grammatical rules; French is more free; Russian punctuation, rather, can be attributed to the "German" model (the arrangement of punctuation marks is strictly determined by grammatical rules); the punctuation of the English language belongs to the "French" type (it is rather of a semantic-stylistic nature and depends largely on the taste and common sense of the author). The use of punctuation in written speech, as well as prosody in oral speech, largely determines the rhythm of speech, its perception by the reader and listener.

By the end of the twentieth century. With the help of mass media, advertising has become a single global industry employing thousands of people [7]. In the history of advertising technologies, there has been an evolution from mass advertising to the division of the consumer audience into so-called target groups. In modern society, advertising is both a powerful industry and a product of its activity aimed at providing a potential addressee of an advertising message with information about goods or services in order to popularize them. The society's need to comprehend and conceptualize advertising is manifested in a variety of advertising discourses within which this phenomenon is addressed. Advertising becomes the subject of many discussions among scientists, legislators, politicians, cultural figures, PR specialists and linguists.

The criteria for this concept are not clearly defined. The "Dictionary of Foreign Words" defines: "information about goods, various types of services, etc. for the purpose of alerting consumers and creating demand for these goods, services, etc." The Dictionary "Market Language" considers advertising as "information about goods, services in order to notify the consumer and create demand for these goods and services, methods and forms of conveying to interested parties information about the goods and services being sold, with the aim of arousing the consumer's interest in them and providing he needs a set of information about the properties of the implementation object.

Advertising discourse is an example of a very rational application of stylistic devices. "An important requirement for advertising discourse is maximum information with a minimum of words" [9]. The difficulty of advertising lies in the choice of grammatical and lexical units, linguistic means, and a peculiar syntax. Advertising discourse is characterized by conciseness, brevity of expression and expressiveness, capacity of information. In advertising discourse, the formation of text is usually associated with the simplification of grammatical structures and the variety of clichés, with general repetition and limited vocabulary. However, the most effective ad copy is based on principles that are more complex.

In this case, the authors of the advertisement avoid a direct description of the subject of the advertisement, its characteristics and advantages. The style of advertising is diverse; it includes features of journalistic, scientific, popular science, partly colloquial and business styles [10]. In most cases, advertising not only provides information about a product or service, but also creates an impression with the help of stylistic devices.

However, the language of advertising often needs to be updated, because the means of expression become outdated and lose their novelty and relevance. As a result, figurativeness disappears, and, consequently, the persuasiveness of advertising and its ability to influence the masses are reduced. Tropes are often used in advertising discourse, for example, irony, metaphor, metonymy, personification, paraphrase, comparison, and epithet. Phraseological turns are also popular in advertising [11].

Various stylistic figures are also used in advertising discourse. The most commonly used stylistic devices are antithesis, non-union constructions, inversion, rhetorical question, ellipsis. These techniques adorn the advertising text. As you know, in advertising discourse, for the most part, simple sentences are used. This is due to the convenience of perception by consumers of the name of goods or services. The use of exclamatory sentences in advertising plays the role of an incentive to action. Incentive constructions that imply an offer, invitation, persuasion, etc. are also effective. They give liveliness and emotionality.

Printed advertising discourse includes a variety of graphic tools: a set of fonts, a choice of color background, punctuation. Exclamation and question marks are significant.

The success of advertising discourse is associated with a professional combination of all-important components: image, sound, image, verbal fabric. However, in advertising discourse, it is the text of the advertisement that is important. The difficulties of combining verbal and non-verbal (pictorial) signs in the text of advertising are described in the dissertation of Yu. E. Levy "Verbal and non-verbal means of the impact of advertising texts".

Advertising discourse, in the unity of its linguistic embodiment: and communicative-intentional correlation; has a powerful linguistic and cultural potential. Advertising can serve as the best material for solving issues related to the field of linguo-culturology, since the usual practice of advertisers who want to increase the intensity of positive motivation is to focus not so much on the subject as on positive emotions, associations. Analyzing what in advertising can generate such positive motivation clarifies many questions that are more general [12]. Even ergonyms and markings (cf. the methods of distinguishing Russian goods that have become more active in recent decades with the help of markings such as "Royal herring", "Meshchanskies dumplings" or "Merchant's fish") say a lot about post-Soviet changes in mentality. The advertiser seeks to evoke the feelings and images he needs with the help of advertising, and for cultural linguistics it is extremely important which images are attractive to representatives of a particular linguistic culture. Embedded in mass culture,

advertising actively influences the creation of a new lifestyle based on consumer strategy, instills hedonistic pathos in Russian society.

Advertising plays an important socio-cultural role in the formation of stereotypes that determine the national mentality. With the help of commercial advertising, values are introduced that were recently rejected by the official ideology - enterprise and entrepreneurship, enrichment and wealth, individualism (responsibility for one's own destiny). However, the themes of wealth and elitism in conditions when the economic crisis has not yet been overcome, when the gap in the incomes of Russian citizens is so large, do not correspond to modern principles of political correctness.

Understanding of success, prosperity and ways of acquiring in Russian society, due to the peculiarities of the development of our country, does not fully correspond to similar ideas in the Western world, hence the largely negative attitude towards advertising of some recipients. Advertising serves as a kind of conductor of foreign language influence [13]. Foreign words, which are devoid of internal form for a native speaker of the receptor language, create an aura of attractive mystery. Foreign cultural influence in the field of advertising is not limited only to the level of borrowed lexemes, but manifests itself at all language levels - from the pronunciation (copying intonation patterns) to the text level (borrowing speech strategies). Foreign cultural influence also extends to the field of game techniques in advertising: for example, in modern Russian advertising, the selection of a part of the word (denoting the advertised product or service) in Latin has become widespread, which, of course, is associated both with the internationalization of communication and with the increase in the offered product in rank by emphasizing its foreign origin (With "NEXX" always a success!) [14].

In advertising discourse, foreign language units are most often justified" inclusions (especially - markings; foreign goods); however' sometimes (as in all other styles - from scientific to artistic) their number exceeds the measure. If in coffee advertising we position our brand in the high-middle class sector, out of nine words only three are Russian, then this reflects a certain linguistic and cultural situation in modern Russia.

Global trends - the development of advertising is based on the standardization of advertising ideas in a multicultural space. [15]. However; along with the unification of advertising communication under the influence of globalization, there are distinct trends towards differentiation; to the localization of advertising, to the identification in the advertising discourse of the identity of the people, their customs / culture and behavior. So aware? Communication can serve as a tool. Preservation of "tradition" and cultural continuity within each linguistic culture, and on the other hand, to function effectively in the conditions of modern globalization.

Thus, the success of advertising discourse depends on many factors and requires innovative thinking and creativity from advertisers. Since we live in a world of competition,

the advertising text must subtly penetrate the mind of the consumer, so that he has no doubts about his choice of product or service. Therefore, advertisers try to make advertising as persuasive as possible. This is its persuasive function.

Also in advertising, there is a repeated repetition of the name of the brand of the object of advertising. This is done with the aim that the consumer remembers the name of the brand, and, having come to the store, immediately remembered it. This is the reminder function of advertising. Well, in order for the desire to purchase a product or service to be solid, advertisers need to include in an already short commercial or in a magazine where space is limited, as much information about the product or service as possible. There should be anything superfluous in it. However, it should contain all the necessary information that will sufficiently inform the consumer.

This is the informational function of advertising. However, to enhance the impact on consumers, advertising text usually includes stylistic devices that inspire the consumer with the uniqueness of the product or service. This is the inspiring function of advertising. To create an advertising text, not only knowledge of stylistic language means is required, but also the original presentation of the content of the advertisement, as well as competent presentation of information to consumers.

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