

**K.B. Dautbayeva** , **K.K. Duisekova** L.N.Gumilyov Eurasian National University, Nur-Sultan, Kazakhstan  
Email: [dautbaeva.k@mail.ru](mailto:dautbaeva.k@mail.ru)

## EVALUATION WORDS IN ADVERTISING TEXTS IN KAZAKH AND ENGLISH LANGUAGES

The article deals with the peculiarities of the expression of evaluation words in Kazakh and English advertising texts in comparative ethnolinguistic and cognitive terms in order to determine their national-cultural connectivity. We evaluate the definition of good, bad, tasty, tasteless, outstanding, ugly and other properties of objects and phenomena. Evaluation is carried out through the human value system, but it differs from value in its negative form, which is directly related to the nature of the object and phenomenon. In determining the place of evaluative words in advertising in Kazakh and English, we understand advertising materials as a currently widely used type of text in which evaluative words act as the main means of influencing the consumer to meet their needs. The meaning of evaluation is closely connected with the theoretical and applied spheres of language. This versatility is determined by a comprehensive study of issues related to the relationship between language and speech, typology and structure of lexical meaning, lexical expressiveness, and emotional and pragmatic aspects. In this article advertising texts in two languages have been selected, and the similarities and peculiarities of the semantic meaning of the evaluation words they contain have been revealed. Since advertisements have a supplier and a consumer, evaluation words play a major role in establishing the relationship between them.

**Key words:** evaluation, evaluative words, advertisements, advertising texts, value.

Қ.Б.Даутбаева, К.К. Дүйсекова

Л.Н.Гумилев атындағы Еуразия Ұлттық Университеті, Нұр-Сұлтан қ. Қазақстан  
Email: [dautbaeva.k@mail.ru](mailto:dautbaeva.k@mail.ru)

### Қазақ және ағылшын тілдеріндегі жарнамалық мәтіндеріндегі бағалауыш сөздер

Мақалада қазақ және ағылшын тілдерінің жарнама мәтіндеріндегі бағалауыштық мағынада қолданылған сөздердің ұлттық-мәдени байланысын анықтау мақсатында олардың салыстырмалы этнолингвистикалық және когнитивтік жолмен берілуі зерттелген. Заттар мен құбылыстардың жақсы, жаман, дәмді, дәмсіз, көрнекті, ұсқынсыз т.б. қасиеттерін анықтауда біз бағалаймыз. Бағалау адамның құндылық жүйесі арқылы жүзеге асады, бірақ баға тікелей сол заттың және құбылыстардың қасиетіне байланысты құндылықтан өзінің жағымсыз баға түрімен ерекшеленеді. Бағалауыш сөздердің қазақ және ағылшын тілдеріндегі жарнамадағы орнын анықтау барысында жарнамалық материалдарды біз белгілі бір ұсыныстарды жүзеге асыру мақсатында және тұтынушыға әсер ету мақсатында негізгі құрал ретінде бағалауыш сөздерді қолданатын бірден-бір мәтін түрі деп түсінеміз. Бағалаудың мәні тілдің теориялық және қолданбалы салаларымен тығыз байланысты. Бұл жан-жақтылық тіл мен сөйлеудің арақатынасына, лексикалық мағынаның типологиясы мен құрылымына, лексикалық экспрессивтілікке, эмоционалды-прагматикалық аспектілеріне қатысты мәселелерді жан-жақты зерттеу арқылы айқындалады. Бұл мақалада екі тілдегі жарнама мәтіндері алынып, оларда кездесетін бағалауыш сөздердің семантикалық мағынасының ұқсастықтары мен ерекшеліктері ашылды. Жарнаманың жеткізушісі мен тұтынушысы болғандықтан, олардың арасында қарым-қатынас жасауда бағалау сөздері үлкен рөл атқарады.

**Түйін сөздер:** бағалау, бағалау сөздері, жарнамалар, жарнама мәтіндері, құндылық.

Қ.Б. Даутбаева, К.К. Дүйсекова

Евразийский национальный университет имени Л.Н. Гумилева, Нур-Сұлтан, Казахстан  
Email: [dautbaeva.k@mail.ru](mailto:dautbaeva.k@mail.ru)

### Оценочные слова в рекламных текстах на казахском и английском языках

В статье рассматриваются особенности выражения оценочных слов в рекламных текстах казахского и английского языков в сравнительно-этнолингвистическом и когнитивном плане с целью определения их национально-культурной связанности. Мы оцениваем определение хороших, плохих, вкусных, безвкусных, выдающихся, некрасивых и других свойств предметов и феноменов. Оценка осуществляется через человеческую систему ценностей, но она отличается

от ценности своей отрицательной формой, непосредственно связанной с характером предмета и явления. При определении места оценочных слов в рекламе на казахском и английском языках под рекламными материалами мы понимаем широко используемый в настоящее время вид текста, в котором оценочные слова выступают основным средством воздействия на потребителя с целью удовлетворения их потребностей. Значение оценки тесно связано с теоретической и прикладной сферами языка. Эта многогранность определяется комплексным изучением вопросов, связанных с соотношением языка и речи, типологией и структурой лексического значения, лексической выразительностью, эмоционально-прагматическими аспектами. В данной статье были отобраны рекламные тексты на двух языках, выявлены сходства и особенности смыслового значения встречающихся в них оценочных слов. Поскольку у рекламы есть поставщик и потребитель, большую роль в установлении отношений между ними играют оценочные слова.

**Ключевые слова:** оценка, оценочные слова, реклама, рекламные тексты, ценность.

## Introduction.

The definition of the ability to distinguish between good and evil, which distinguishes man from other living beings, has long been a problem studied by philosophers. Initially, evaluation was considered as a logical and philosophical category in the works of Aristotle in the form of the meaning of the objects that receive the value and the predicate of the evaluation that accompanies them.

Evaluative words, which are included in the value system of the world, represent the value system inherent in each ethnic group in the course of the relationship between thought and reality, have idioethical features in the Kazakh and English languages, which are both structurally and genetically related.

## Literature review

The problem of evaluation was discussed by many scientists (Wolf 1985: 228); (Ivin 1970: 229); (Kubriakova 1991: 2); (Telia 1996a: 7); (Arutiunova 1988: 341); (Karasik 2002: 477) and others, in Kazakh linguistics, the issues of evaluation and assessment words have been the focus of interest of scientists (Momynova 2003: 228); (Nurgozhina 2001: 4); (Dusekova, Bakytov 2018: 192) and others. In Tusupbekova's research (Tusupbekova 2007: 134) the category of evaluation is targeted comprehensively.

The level of the value of the foundation of culture and behavior, which is part of the structure of the language personality, is very high. According to V.I. Karasik, value is formed mainly by a person's evaluation of things and phenomena. In this sense, he says that values can be internal and external, and that there are no boundaries between values based on external social agreement and internal-personal agreement. Thus, it distinguishes between individual (personal, authorial), microgroup (for example, family, close friends), macro-group (social, role, status), ethnic and universal, civilization (modern in-

dustrial society and ancient medieval values). The type of this group, which is widely expressed in the language, i.e. lexicon and phraseology, is of great linguistic interest (Karasik 2002: 477).

Value is perceived as a measure of assessment. It is known that the word «value» is measured by the terms «pleasant» or «kind». The value of certain things and phenomena used in language includes only the good aspects of that thing. And we can only use assessment to describe its negative and undesirable aspects. As value cannot be negative, assessment differs from value in this respect. Many scientists believe that values are not negative and that their differences need to be identified. Phenomena of the inner world (matter, action, phenomenon, action, etc.) and mental actions (idea, image, scientific concept) belong to value. Value is the thing we value, that is, the act of thinking that arises from our view of a particular thing – good, bad, tasty, tasteless, outstanding, ugly, etc. In determining the properties we evaluate assessment is directly related to the nature of the item and differs from value in its negative characteristics.

In the mind of each person, the concept of «value» usually corresponds to the evaluation of a person in terms of good and evil, truth and lie, beauty and ugliness. In addition, the evaluation process allows the evaluator to distinguish between good and evil through a value system.

From the point of view of value content we can include criteria like pleasure, profit, glory, strength, security, beauty, truth, mercy, happiness, etc., From the point of view of the sign theory – evaluation criteria can be positive and negative: pleasure – suffering, benefit – harm, glory – shame, domination – addiction, safe – dangerous, beauty – ugliness, happiness – unhappiness, etc. consists of such concepts. Some values are practical, some are spiritual (Guseynov 1999: 229). We place assessment concepts on a scale whose end points are high and low. The high or low price of a certain world depends on

its compliance with human values. For example, if we find in the lines of a poem the words «autumn», «winter», «summer», we will inevitably come across such associative words as «beauty», «special look», «youth and old age» and these words can be found on the calendar or if we read in the catalog of a store that sells garden products, these names come to mind as simple words (Bickerton 1969: 288).

This article analyzes the evaluative words in the Kazakh and English advertisements, and the language of evaluation in the context of advertising. It focuses on the analysis of the words of evaluation reflecting different cognitive phenomena in the texts of advertisements.

Advertising texts have aroused the interest of linguists to work on this issue (Kuznetsova G.N., 1986; Cook G., 1996; Myers G., 1994; Goldman R., 1992; and others).

Although there is a lot of work on the study of advertising texts, now only some of them are considered comprehensively. The most popular type is economic (commercial) advertising, which implies marketing communication consisting of descriptive advertising texts. By advertising text, we mean texts of a pragmatic nature, intended for the presentation of various goods and services.

The psycholinguistic turn in linguistics began to focus on the study of the internal, mental sphere of the individual, with an assessment as a link between the real and ideal worlds, a mediator in the cognitive, cultural and social orientation of the individual. As a result, it is important to study the rating in the context of the ad texts.

In recent decades, a number of works have appeared, the authors of which study the nature of evaluation from a linguistic point of view, based on logical and philosophical concepts. A special place in this series belongs to the work on the study of the phenomenon of assessment in the text. This article is a continuation of this trend, one of the aspects of which we believe is the study of evaluation in advertising texts.

There are many books in the linguistic analysis of advertising, some of them are Geoffrey Leech's *English in Advertising*, and Guy Cook's *The Discourse of Advertising*, offer much more detailed treatments. Cook gives a thorough bibliography and Kim Schroder and Torben Vestergaard in their book, *The language of Advertising*, give more critical commentary than detailed linguistic analysis. Short introduction to different approaches can be found in Gunter Kress, "Educating Readers: Language in Advertising"; Michael Toolan, "The Language of Press

Advertising" and Walter Nash and Ronald Carter "Seeing Through Language, Leo Spitzer, "American Advertising Explained as Popular Art", Greg Myers "Words in Ads" and so on.

## Experiment

The main purpose of advertising texts, in addition to a simple reportage, is the formation of the addressee's attitude to advertising. This goal is achieved in an optional way and at the expense of the value orientation of the recipient or his environment.

Since the main principle of advertising is the presentation of certain goods or services with the aim of influencing the recipient, we found only good evaluation. And the reaction of the recipient to the advertisement can be positive or negative. Indeed, texts that promote particular products or services are everywhere – this includes not only typical print ads, billboards and commercials (and now also advertising that makes use of the new media), but also the manifold texts on products themselves, for example on the back of a shampoo bottle promising that this particular shampoo will deliver all your hair needs to stay strong, smooth and shiny (Geoff Thompson, Laura Alba-Juez 2014: 139).

The context of the ad will be more precise than the text. In his work, Guy Cook distinguishes between text and context as follows. Text is used to mean linguistic forms, temporarily and artificially separated from context for the purpose of analysis. Context includes the following:

1. Substance: the physical material which carries or relays text
2. Music and picture
3. Paralanguage: voice, gestures, facial expressions, touch, choice of typeface and letter size
4. Co- text: text which precedes or follows that under analysis
5. Intertext: text which the participants associate with the text under consideration, and which affects their interpretation.
6. Participants: their intentions and interpretations, knowledge and beliefs, attitudes, affiliations and feelings. He claims that each participant is a part of the context and an observer of it. The author describes the participants as senders and receivers. The sender of a message is not always the same as the addresser, but the person who relays it. In a television ad the addresser may not be an actor, though the sender is an advertising agency. Neither is the receiver always the addressee, the person for whom it

is intended. The addressees may be a specific target group, but the receiver is anyone who sees the ad.

7. Function: what the text is intended to do by the senders and addressers, or perceived to do by the receivers and addressees (Guy Cook 2001: 4).

According to Guy Cook, elements in ads are participants, function, substance, picture, music, society, paralinguistic, language, a situation, other ads. An ad is not a tangible or stable entity; it is the dynamic synthesis of many components, and comes into being through them (Guy Cook 2001: 6).

We believe that it is necessary to conduct an experimental study to determine the specifics of the evaluation in the studied texts. During the writing of the article, 15 advertisements in English and 15 advertisements in Kazakh were linguistically analyzed. The purpose was to reveal the similarities and differences between the positive and negative forms of evaluation and the representation of their meanings in these bilingual advertisements.

In terms of contextual elements, advertising consists of specific content presented in text, which is often decorated with music or beautiful images to attract the attention of buyers. Because the offer is two-way, the goal of advertising is to establish a successful relationship between the seller and the consumer, so the advertiser tries to get a positive customer feedback. There are voice gestures and other movements, and the text is aimed at a certain interpretation, there are people involved in advertising or other members, and their specific functions are covered.

Advertising texts belong to the so-called creolized texts, they are usually understood as texts in the structuring of which codes of other semiotic systems are involved (Tomskaya M.V. 2000: 104). Despite the well-known exoticism of this term, it is applied to a wide range of texts of various genres, including advertising, posters, comics, etc., as well as scientific, technical, illustrated fiction and other texts, in a broad sense, creolized texts can be attributed and recordings of musical works. Advertising texts convey the peculiarities of their genre. All of the advertisements we have reviewed are music edited and the lyrics are written with a special description of the object being advertised.

In this article, the analysis of ads is used as an approach to evaluation by offering an additional point of view. Some of the main uses of linguistic text methods to study evaluation include the following:

- searching for elements previously identified as evaluative, such as modal verbs, evaluative vo-

cabulary, evidential elements, intensifiers, emotion terms, modal expressions

- searching for a specific word or sets of words to study how concepts are evaluated in ads

- searching for words or patterns in advertisements texts to determine whether they have an evaluative meaning

- searching for patterns (link verb + adjective + that clause) related to evaluation

- Identify the similarities and differences between the two methods used to obtain positive consumer reviews of advertising texts.

## Results and discussion

The first step in our analysis was to identify the adjectives in bilingual advertisements and determine their function because the analysis of adjectives will reveal best the evaluative language of this genre. That is, the advertiser must describe and colorize the value of the same item in order to better convey it to the recipients. In the category of adjectives, we can say exactly how valuable the advertised item or service is. For example, from advertisements in the Kazakh language – күлкілі (funny), иісі қанық (fragrant), қалың (thick), қайратты (strong), ең сапалы (the highest quality), керемет (wonderful), айбарлы (awe-inspiring), заман талабына сай (modern), креативті (creative), төл өнім (original product), ерекше (unique), пайдалы (useful), табиғи (natural), жақсырақ (preferably), ең таза (the purest), in English – *deep, longer, slow, easy, the best used car, a little bit, the right, fantasy, lower, great, big, the most beautiful etc.*

As for the evaluative modal verbs and evaluative verbs found in advertisements, they are: in the Kazakh language дәмді әзірленген (tastefully cooked), дәмі тіл үйіреді (delicious), иісі қанық (smell), әлсірейді (weaken), қартаяды (grow old), сұлулығына әсер етеді (affect the beauty), ұнайды (like), ерекше көрінеді (look good), пайдасын тигізеді (give benefit), etc. In English – *Enjoy up to twelve hours of fresh breath, Slow ride, Take it easy, something that I can't have, get a little bit tired, Add up to 10 people and everyone gets unlimited talk, It's all about that initial heat. You gotta flash sear in the juices! That's where the flavor lives, man. Since it is difficult to deduce the value of these verbs in particular from their meaning, their evaluative meaning is determined only in context.*

The most powerful means of forming new concepts, i.e. reflections in the linguistic form of new knowledge about the world, is metaphor, often

thus acquiring an estimating value. The term metaphor comes from the Greek for carry over – here we are supposed to carry some meaning over from Funny to prices or craving to be tired. Metaphor is for most people a device of the poetic imagination and the rhetorical flourish – a matter of extraordinary rather than ordinary language (Lakoff G. 2003: 3). Metaphor plays an important role in attracting positive feedback from consumers by embellishing advertising texts. They are often found in the advertising texts we have analyzed, for example, Бургеркингтегі күлкілі бағалар (*Funny prices in burgerking*) or *bit tired of craving*, etc.

We can find metaphor by comparing one thing with another. In the book, *Words in ads*, Greg Myers discusses the comparisons used in Shakespeare's sonnet, noting that such comparisons require us to look at some aspects of a particular object, identifying similarities, and that such comparisons are interpreted differently. (Greg Myers 1994: 123). Бургеркингтегі күлкілі бағалар (*Funny prices in burgerking*) we call it a metaphor because the price is never funny or *You shoot me down but I won't fall*

*I am titanium* the phrase *I am titanium* is also used as a metaphor. As we mentioned above that the term metaphor comes from the Greek for carry over – we are supposed to carry some meaning over from titanium to you. Some X (I) is described in terms of Y (titanium). Metaphor is one type of figurative language, language that means more than what it literally says (I am not in fact a titanium, and the prices can not be funny). For many years the figurative language study was restricted to speeches and poetry. But we can find metaphors in the advertisements, as well in poems (Greg Myers 1994: 123).

In the advertising texts we reviewed, it is found that speech takes the form of dialogues and monologues, and we looked at the frequency of their use in advertising in order to determine how much they affect the evaluation. Of the 15 advertisements in the Kazakh language, only 4 were dialogues, the remaining 11 were monologues, in the English advertisements 5 were dialogues, and the remaining 10 were monologues. Most of the text of advertisements in English is delivered to the recipient with a song and contains rhyme. Even three-year-olds recognize rhyme when they hear it, but it is more difficult to define it. Rhyme is a repletion of ending sounds; technically it is the similarity of all the last sounds of two words, from the ending of the last stressed syllable on [34p. Greg M]. Рухыңыз айбарлы. Жаныңыз жайдарлы. Ішсеңіз болады тек қана Айдарды (Your spirit is awesome. Your

soul is happy. You can drink only Aidar (tea).). *Add my boyfriend! – Whoa, whoa, whoa, whoa. His bill is separate, right? In the words Айбарлы, Жайдарлы* the suffix –лы gives a rhyming resemblance to these words, the last sounds of the words *boyfriend, separate* and the accent on the first syllable can help to create a rhyming similarity to these words and get a positive response from recipient.

Since ads are video-verbal in nature, an important non-verbal means play a role in the realization of assessments: iconic means (images), which include photographs, drawings, illustrations, cartoons, diagrams, tables, graphs, drawings, etc.; paragraph (metagraphical) means, which include graphic segmentation text, layout on paper, line lengths, various fonts, color, unusual placement of punctuation marks, graphic symbols, paper size, etc. The informative function of the image is that it visually displays the macrostructure of the ads, it compresses the global text content. In commercial advertising, it is the advertised product (its image, demonstration of its application, purpose, functioning etc.). The image is often intended to influence the emotions of the addressee, it can cause various associations, influence, for example, the sphere of the unconscious, awakening archetypal images.

### Conclusion.

Due to the video-verbal nature of ads in the implementation of assessments both verbal and non-verbal means are involved. Non-verbal implementation of assessments is carried out using images in the form of photographs, drawings, etc. In the verbal implementation of assessments in advertising texts primarily lexical units are involved, which are key advertising words. Here, vocabulary denoting a person prevails, its qualities, emotions, actions, as well as phenomena of reality. This indicates that the focus of the studied advertising there is a person and his social environment. Estimated keyword value how conventionally fixed information is included in their subject-conceptual, denotative-significative meaning. These are private denotative evaluation, which become the basis for creating an advertising value.

Verbal assessments are also realized with the help of rhetorical techniques – tropes and figures that can impart an evaluative sound in the context neutral units and change the estimated value of keywords and phrases. Among the paths involved in the implementation of assessments, most often metaphor, metonymy is encountered, while figures are represented various types.

Verbal and non-verbal assessments as a means of prompting action contribute to the formation of a textual evaluation aimed at implementation intentions of advertising texts.

Summarizing the results of the study, it should be said that cognitive and communicative and pragmatic concepts, as well as the provisions of rhetoric,

formed the basis of an integrated approach, which allows us to rethink the category of assessment: the main purpose of assessment is not to communicate facts but to expand awareness, and, by influencing the image of the addressee's world, to change his emotional state, views and opinions, thereby regulating the actions performed by him.

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