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FUNCTIONS OF ADVERTISING TEXT AS A UNIT OF ADVERTISING COMMUNICATION

The study is characterized by an anthropocentric orientation due to the increased interest in the communicative factor in the study of the advertising language. In this context, much attention is paid to the study of the generation and perception of an advertising text/statement. The idea of the anthropocentricity of the language, widely used in the works of W. von Humboldt, E. Benvenist, T. Kun, M.M. Bakhtin, V.V. Vinogradov, A.A. Potebnya and other scientists, is the key to the methodology of the undertaken study. Inseparably with this aspect, speech impact is also studied, which is due to the increased interest of modern society in the process of communication and in the problem of its optimization. The article proves that the use of a combination of various linguistic techniques in advertising texts leads to the achievement of the communicative and pragmatic goals of advertising. As a result, the phenomenon of the advertising text is indicated, which determines the specifics as a unit of advertising communication. It is shown how knowledge of the typological characteristics of an advertising work and the requirements for its content and form increases the efficiency of creating advertising texts. The conducted philological analysis revealed the functional features of advertising texts, their intended purpose and communicative and pragmatic potential for practical application.

Key words: advertising language, advertising text, advertising communication, verbalized components of the advertising language, communicative and pragmatic features of the advertising text.

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Жарнамалық коммуникация бірлігі ретіндегі жарнама мәтінінің функциялары

Бұл зерттеу жарнама тілін зерттеудегі коммуникативтік факторға қызығушылықтың артуына байланысты антропоцентристік бағытқа негізделіп, сипатталады. Бұл тұрғыда жарнамалық мәтінді/мәлімдеуді қалыптастыру мен қабылдауды зерттеуге көп көңіл бөлінеді. В. фон Гумбольдт, Е. Бенвенист, Т. Кун, М.М. Бахтин, В.В. Виноградов, А.А. Потевня және тағы басқа ғалымдардың еңбектерінде кеңінен қолданылған антропоцентристік тіл идеясы аталған зерттеудің әдіснамалық негізі ретінде қабылданады. Қазіргі қоғамның коммуникация процесіне және оны оңтайландыру мәселесіне қызығушылығының артуына байланысты аталған аспектімен қатар сөйлеу әсері де зерттеледі. Мақалада жарнама мәтіндерінде әртүрлі вербалды және вербалды емес тілдік әдістердің жиынтығын қолдану жарнаманың коммуникативтік-прагматикалық мақсаттарына жетуіне себеп болатыны дәлелденеді. Нәтижесінде жарнамалық коммуникация бірлігі ретінде ерекшелігін анықтайтын жарнама мәтінінің құбылысы анықталады. Жарнамалық шығарманың типологиялық сипаттамасын және оның мазмұны мен формасына қойылатын талаптарды білу арқылы жарнамалық мәтіндерді құру тиімділігін арттыру жолдары көрсетіледі. Мақалада қолданылған филологиялық талдау жарнама мәтіндерінің функционалдық ерекшеліктерін, олардың дәлдік мақсатын және практикалық қолданудағы коммуникативті және прагматикалық мүмкіндіктерін ашып береді.

Түйін сөздер: жарнама тілі, жарнама мәтіні, жарнамалық коммуникация, жарнама тілінің вербалданған компоненттері, жарнама мәтінінің коммуникативтік-прагматикалық ерекшеліктері.

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Функции рекламного текста как единицы рекламной коммуникации

Данное исследование характеризуется антропоцентрической направленностью в связи с повышенным интересом к коммуникативному фактору в исследовании языка рекламы. В данном

контексте большое внимание уделяется изучению порождения и восприятия рекламного текста/высказывания. Идея антропоцентричности языка, широко используемая в трудах В. фон Гумбольдта, Э. Бенвениста, Т. Куна, М.М. Бахтина, В.В. Виноградова, А.А. Потебни и других ученых, является ключевой в методологии данного исследования. Неразрывно с этим аспектом исследуется и речевое воздействие, что обусловлено повышенным интересом современного общества к процессу коммуникации и к проблеме его оптимизации. В статье доказывается, что использование в совокупности различных вербальных и невербальных лингвистических приемов в рекламных текстах приводит к достижению коммуникативно-прагматических целей рекламы. В результате обозначен феномен рекламного текста, определяющий специфику как единицы рекламной коммуникации. Показано, как знание типологических характеристик рекламного произведения и требований к его содержанию и форме повышает эффективность создания рекламных текстов. Проведенный филологический анализ выявил функциональные особенности рекламных текстов, их целевое назначение и коммуникативно-прагматический потенциал для практического применения.

Ключевые слова: язык рекламы, рекламный текст, рекламная коммуникация, вербализованные компоненты языка рекламы, коммуникативно-прагматические особенности рекламного текста.

Introduction

The language of advertising, being a component of the language of the media, reflects the speech culture of society. The peculiarities of society's speech preferences currently reflect those changes in the language system, which are still assessed by linguists as various kinds of deviations and errors. The main tendencies of these changes can be observed primarily in those connections that are established between the forms of the language and individual linguistic units and based on the idea of the anthropocentricity of the language (Humboldt, 1985). Due to the current political and cultural situation in Kazakhstani society, as well as language policy, advertising texts are compiled not in one Kazakh, but in several languages. Advertising texts are very revealing in this regard. Domestic advertisers and copywriters are faced with the task of improving the quality of advertising messages. Moreover, growing every year favorable interactions between Kazakhstan and the world market of English-speaking countries in the field of economy, politics, culture are an incentive for research into the specifics of the language of advertising, reflecting the culture and mentality of peoples. This philological study makes an attempt to identify the specifics of the advertising text in the linguistic aspect and is of practical value in the study of the verbalized component of the advertising language. In modern society, the form of advertising in the Kazakh language is just beginning to take shape. Kazakhstani advertising is published in all sources of information dissemination: periodicals, radio and TV channels, is widely covered in newspapers and outdoor advertising. Due to the current political and cultural situation in Kazakhstani society, as well as

language policy, advertising texts are compiled not in one Kazakh, but in several languages.

In recent years, advertising has been an indivisible part of modern society with its market economy and mass culture. Especially, in the age of globalization, advertising has become a landmark cultural phenomenon of modern society, and advertising text is increasingly attracting the attention of modern linguists. Despite the fact that the main function of advertising is to stimulate consumer demand and increase sales, in recent years, its other function has become more and more pronounced: the formation of a person's lifestyle, and ways of perceiving the world, which ensures the interest of both domestic and foreign scientists.

Usually, advertising uses all the media sources that act as carriers of finished products of advertising activities – texts that convey an advertising idea using the chosen impact strategy. Constantly present in the media, advertising, without a doubt, is an independent structure that develops according to its own laws and rules, which determine its functional and linguistic originality. The Dictionaries considers advertising as "the activity and industry of advertising things to people on television, in newspapers, on the internet, etc." (Oxford Learner's Dictionary, 2022) and "the business of announcing that something is for sale or of trying to persuade customers to buy a product or service" (Dictionary of Business, 2006:9).

Even the definition of advertising as a phenomenon is not an exaggeration. It combines the features of different types of literature and uses verbal and non-verbal means to influence purchasing behavior, advertising has an impact on the mass consciousness, comparable to the impact that art and religion

have. There is a statement: “Advertising is a special kind of text, which, being one of the tools that stimulate economic processes, at the same time has a huge psychological impact on society. This circumstance alone arouses the interest of a philologist who studies, for example, the methods of speech influence and manipulation, which form the basis of any advertising message and are supported by the visual and sound design of the text” (Dobrosklonskaya, 2006). This demonstrates the creolization of advertising texts.

As an object of linguistic analysis, advertising is of great interest to many scientists. But despite the fact that numerous articles, dissertations, and monographs published both in Kazakhstan and abroad are devoted to this phenomenon, many issues still remain unresolved. The big problem lies in the fact that the mechanisms regulating this type of communication are extremely underdeveloped (Alim, 2014). The relevance of the topic is determined by the scientific interest in the study of this phenomenon. Although a lot of attention is paid to the study of the specifics of advertising itself, no exhaustive answers to the existing questions on the linguistic aspects of the advertising text have been given. The significance of the study is directly related to the definition of the object – advertising texts. The subject of the study will be the linguistic features that determine the language structure and lexical and semantic characteristics of advertising as a text structure. The purpose and objectives serve to identify the language features of the advertising text. The purpose of the study is related to the presentation of the language of advertising in the linguistic aspect.

The relevance of this study is due to insufficient research in the scientific literature of English and Russian-language advertising messages devoted to the study of advertising text as a component of the communication chain of the author-text-recipient, taking into account the goals and objectives of the first, as well as the communicative portrait and ethno-cultural characteristics of the latter. The content of advertising texts in English, Russian and Kazakh languages was not compared in terms of the national characteristics of the audience for which they are intended. The use of language techniques depending on creative advertising strategies in order to provide speech impact was not considered. Models of advertising text in the three analyzed languages were not compared. Thus, the novelty of the research devoted to the analysis and comparison of the communicative-pragmatic and ethno-cultural features of

the advertising text in English, Russian and Kazakh languages is obvious.

Literature review

Advertising is an integral part of modern society and its influence on many areas of life is undeniable. In this regard, advertising is the object of study of many studies on mass communication, linguistics, psychology, marketing, and more. A lot of literature devoted to advertising appeared, the authors of which were: E.N. Aseeva, H. Kaftandzhiev, I.V. Krylov, G. Carter, F. Kotler, V. Shenert, J. Aitchison, R. Reeves, T. Altstiel, M. Jean, M. Jennings, S. Moriarty and others. Scientists from the CIS (Commonwealth of Independent States) countries are also considering the possibility of using the principles of advertising in the transition from a planned economy to a market economy (Arutyunova, 2012:14). Some of them paid attention to the organization and practice of advertising texts (Aseeva, 2007; Carter, 1991; Kotler, 2016; Krylov, 2006; Reeves, 1961; Moriarty, 2009; Altstiel, 2019), others were interested in advertising texts (Kaftandzhiev, 1995; Shenert, 2001; Aitchison, 2007; Rosental, 1981; Blundel, 2000).

In modern linguistic research, a lot of attention is paid to the advertisement text. Features of the advertising text and the language of advertising were the subject of works by some authors: Jeff I. Richards, Harry Tipper, Angela Goddard and others (Richards, 2022; Tipper, 2018; Goddard, 2015).

So, in different times, the following were considered: 1) national-cultural components in the language of advertising; 2) semantic organization of advertising texts; 3) pragmatic aspects of the advertising text; 4) discursive and semiotic characteristics of advertising; 5) the problem of speech influence. In different years, D.E. Rozental, N.N. Kokhtev, L.G. Feshchenko and many others (Rozental, 1981; Kokhtev, 1991; Feshchenko, 2003). In Kazakhstan, many authors have devoted their works to the linguistics of advertising text: E.T. Alim, K.O. Esenova, N. Uali, J. Bekbolatuly and others (Alim, 2014; Esenova, 2017; Uali, 2017; Bekbolatuly, 2013).

We believe that the definition of the term "advertising text" should reflect such categories and characteristics of an advertising text as communicative and pragmatic orientation, manipulateness, anonymity, compression, information content, compositional construction (structure), as well as language units that can be used when constructing a text, types of intratextual connections, synsemantic

relations between the verbal component and non-verbal means. There are special studies devoted to the language of advertising, but they do not consider the advertising text in a comparative aspect.

Material and methods

As a research material, advertising is a special phenomenon at the same time the theory of communication, sociology, cultural studies and linguistics. There is no doubt that advertising is not just a form of mass communication, but a means of intercultural communication. In this regard, it should be noted that a significant part of the existing definitions of advertising text belongs to linguists. This is natural, because it is in the research field of linguistics that the task of studying the semantic and communicative organization of sign systems that have a verbal nature is located. This applies to the advertising text itself. If we begin to analyze the existing definitions of the advertising text, then its preliminary conclusions are as follows. First of all, there is a fairly branched terminological synonymy: along with the nomination of an advertising text, the following terms appear in the special literature: advertising appeal, advertising message, advertising information, often the generic name advertising is used as a doublet.

We consider the advertising text as a component of the communication chain of the author-text-recipient based on the material of the Kazakh-language, English-language and Russian-language advertising messages. Considering the goals and objectives of the author, as well as the communicative portrait and ethnic and cultural characteristics of the audience targeted by the advertisement. In order to compare the content of advertising texts in the English, Kazakh and Russian languages from the point of view of the national characteristics of the audience for which they are intended, the method of comparative analysis is used. Language techniques are considered depending on advertising strategies in order to provide speech impact. Models of advertising text in three analyzed languages are compared. Such an analysis helps to identify the communicative-pragmatic and ethno-cultural features of the advertising text in the Kazakh, English and Russian languages. The object of the study is the advertising text in the Kazakh-language, English-language and Russian-language magazines.

The subject of the research is the processes of generation and perception of an advertising text, the form of existence of an advertising text in the mind

of an individual, communication strategies and tactics used in advertising texts, taking into account the ethno-cultural characteristics of the target audience, as well as the language means of their implementation.

The communicative-pragmatic analysis of advertising texts involves the achievement of the following tasks, such as the definition of an advertising text as a component of the structure of the author – text – recipient. At the same time, characteristics that are universal and specific for advertising text in English, Kazakh and Russian are revealed. A comparative analysis of the conceptual model of the advertising text in English, Kazakh and Russian languages is undertaken.

Ethnocultural analysis reveals the dependence of the verbalized content of the advertising text on the participants in advertising communication and their ethnocultural characteristics. In addition, it is necessary to analyze and compare the ways in which the recipient is influenced by English and Russian advertising text. Ultimately, this will allow to identify, analyze and compare the lexical-stylistic and syntactic means used to solve the communicative-pragmatic task of the advertising text, namely the provision of speech impact in English, Kazakh and Russian languages.

The material of the study is representative advertising messages about goods in the English, Kazakh and Russian languages, selected by continuous sampling from various media sources, especially on TV, radio and outdoor advertising for text content research. For instance, the content of the one site has more than 3000 slogan texts (Advertising slogans. URL: <https://www.thinkslogans.com/slogans/advertising-slogans/>). In the research has been processed and analyzed 310 texts – in English, 150 samples – in Kazakh and 270 texts – in Russian which are selected from websites dedicated to the topic of advertising. These representative texts allowed focusing on the functional and communicative properties of the advertising texts.

The method of communicative-pragmatic analysis and the comparative method are necessary to identify ethnocultural similarities and differences in Kazakh, Russian and English advertising texts. It is advisable to use the comparative-descriptive method, which consists in identifying similarities and differences in linguistic facts of the same order.

Results and discussion

In the study we see a vivid example of metonymic identification with the obvious implied dif-

ferentiation between advertising as a type of activity and advertising text as a product, the result of this activity. For comparison: "Advertising is a text representing firms, goods, services, etc. in order to attract the attention of the addressee, to interest him, to convince him of the advantage of the advertised object in comparison with others" (Stylistic encyclopedic dictionary of the Russian language, 2011: 635). As for other terms, it is necessary to agree with the opinion of L.G. Feshchenko that "the question of the synonymy of the concepts "advertising message" and "advertising text" is currently not resolved in the literature, which means that the formal interchangeability of these lexical units cannot also be recognized as harmless" (Feshchenko, 2013). However, the emergence of the concepts of "address", "message", "message" – up to the unadapted Anglicism "message" is quite understandable from the idea of maximum intensification of the communicative purpose of the advertising text that was originally embedded in their semantics and is associated with the central concept of almost all available not only "philological", but also marketing, economic, legal definitions of advertising and advertising text – the concept of "addressee centrism".

In the well-known scientific works on the language and style of advertising, D.E. Rozental and N.N. Kokhtev (Rozental, Kokhtev, 1981:5), the demonstrative priority of the addressee factor becomes a "common place" of the analyzed definitions. In the work of N.N. Kokhtev "Advertising style" advertising is interpreted as "notifying people in all possible ways to create wide popularity for something or someone" (Kokhtev, 1991:3), according to V.V. Uchenova and her colleagues (Uchenova, 2002:298), advertising texts are "addressed to groups of people with the aim of encouraging them to make the right choice and action for the advertiser." From the point of view of the authors of the Stylistic Encyclopedic Dictionary of the Russian Language (Stylistic encyclopedic dictionary of the Russian language, 2011:635), "advertising refers to persuasive and influencing speech, designed to attract and maintain the attention of the addressee." L.G. Feshchenko states that the advertising text "encourages the recipient to act" (Feshchenko, 2013:56).

So, it is the emphasized "addressee centrism" that, in our opinion, should be considered the dominant characteristic of the advertising text as a special type of social communication text. Such a significant shift of the informational-pragmatic focus of the communicative parameters of the text, and hence the research focus in the study of this text,

towards the addressee factor quite strongly modifies the traditional methodological and procedural foundations of linguistic and stylistic analysis.

From this it follows that the subject of linguistic analysis of the text is its linguistic organization: connections and relations of linguistic means of different levels, expressing a certain ideological and artistic content. This definition focuses on the aesthetic meaning of the text, determined by the author's intention and reflecting his worldview.

In textual activity in the field of advertising, the accents are significantly shifted, since here the personality of the addressee, his worldview acts as the main factor in text formation. The objective conditionality of advertising text-generation by the macro-goal to induce the recipient "to make the right choice and action for the advertiser" highlights the study of the language organization of the text, not so much as a "form of expressing a certain content" (Bolotnova, 2016:50), how much as a form of effective influence on the consciousness of the addressee. It is no coincidence that a Russian scientist N.N. Kokhtev defines the style of advertising "as a scientific and applied discipline that studies the patterns of functioning in advertising of language means, compositional blocks, their effective use in order to optimally influence the recipient of speech", and as the task of this discipline he singles out "the study of the use in advertising of diverse speech means, their selection and evaluation of various options that have the greatest impact on the recipient of the advertisement" (Kokhtev, 1991: 3).

Thus, the predominantly pragmatic (the definition "pragmatic" here implements both of its meanings: non-terminological (aimed at practical benefit) and terminological, adopted in semiotics, linguistics, communication theory) orientation of the analysis of an advertising text is genetically conditioned as an extra-textual determinant – the functioning in the field of marketing communications (Feshchenko, 2003:10) and the textual communicative-strategic determinant – the emphasized "addressee centrism".

As a result, many issues of linguistic analysis of the advertising text (about the types, methods, methods of analysis, its theoretical and practical results and the areas of application of these results in science and business, and much more) seem to be relevant, urgently requiring a solution. A linguistic analysis of advertising texts, based on regulatory theory, can be used in the interpretation of entire texts (oral and written), taking into account the complex of linguistic and extralinguistic factors and will give an objective picture of the text system of advertising.

Advertising helps to convey information about the proposed product to a wide range of consumers. But before examining the features of the advertising text, it is necessary to consider the meaning of the term “advertising”. During our research, we found different definitions of advertising.

The nature of the economical function of advertising is first of all to stimulate sales and increase the volume of profits from the sale of a certain product for a certain unit of time. For this reason, advertising information has a significant impact on the formation of the consciousness of each individual.

One of the most important structural elements of the advertising text, its central element is the slogan. The main function of the slogan as part of the advertising text is communicative and pragmatic. Slogan is the company's motto. The slogan is the most visible element of advertising, as it gets attention several times more often than advertising in general. Therefore, it should be easy to read and remember, be original and reflect the essence as fully as possible of advertising communication. For instance, the slogan of one of the pasta companies: “Polyubite vy, polyubyat I vas” (Macarony Sultan. 1998. URL: <https://www.youtube.com/watch?v=kQXygOcXJXw>), “Ty chego zhdeshe? Leto! A letom shto budet? Solnyshko!” In translation into English it sounds like “If you love, you will be loved too”, “What are you waiting for? Summer! And what will happen in the summer? Sun!” (Kazakhstani advertising of the 90s. URL: https://vlast.kz/obsshestvo/kazahstanskaja_reklama_90_h-10536.html).

For comparison, English advertising texts are created according to the same principle and perform communicative and pragmatic functions with the help of simple and understandable slogans for consumers: “Finger-lickin’ good” – for KFC brand, “Taste the Rainbow” – for Skittles, “Have a break, have a Kit Kat” – for Kit Kat, “Two for me none for you” – for Twix, “Have it your way - for Burger King, “At work, rest and play, you get three great tastes in a Milky Way” - for Milky Way, “Maybe She’s Born With It. Maybe It’s Maybelline” – for Maybelline (Advertising slogans. URL: <https://www.thinkslogans.com/slogans/advertising-slogans/>).

Sometimes life reality interferes with the pragmatics of slogans: KFC has used the slogan "Finger Lickin' Good" for 64 years. However, during the coronavirus pandemic in 2019, when it is especially necessary to maintain hygiene and wash hands, many called it inappropriate. The temporary slogan became: “Just do it” like the Nike brand. Then, at

the end of the pandemic, the company returned its famous slogan. Russian version “Tak vkusno, shto palchiki oblizhesh’ ” is still working. Another sample: slogan for brand Maybelline sounds like “Maybe She’s Born With It. Maybe It’s Maybelline”. Maybelline actually changed its slogan in 2016 to “Make It Happen,” but ask anyone today and the original still reigns. The new slogan was not accepted by the target audience. In the Russian version, it sounds like ‘Vse v vostorge ot tebya, a ty ot Maybelline’ – “Everyone is in awe of you, and you are with Maybelline”, but this is only a free translation of the English original. According to statistics, to this day, GreatLush mascara is sold every 1.5 minutes and remains the most popular cosmetic product in America (Everyone is in awe of you: the Maybelline story <https://diletant.media/articles/26697670/>).

Creativity in writing and creating ads is the only correct approach. To create a bright, memorable advertising text, advertisers use multiple techniques. These techniques include: alliteration, onomatopoeia, rhyme, assonance, consonance, pun, etc.

The most characteristic technique in printed advertising texts is alliteration, namely the repetition of vowels or consonants at the beginning of stressed syllables. Here, alliteration contributes to the creation of a certain tone that matches the content of the advertisement. Examples include such print ads: "the science behind the beauty" – an advertisement for the salon 'Sally Hansen'; "Jaguar ... Don't dream, drive it" – advertisement for the 'Jaguar' car (Advertising slogans. URL: <https://www.thinkslogans.com/slogans/advertising-slogans/>); "Fresh Fast Fabulous" is an advertisement for the 'Estee Lauder' cosmetics line (Historic slogans and claims of cosmetic brands. URL: <https://neuroflash.com/blog/slogans-claims-of-cosmetic-brands/>).

Also, the slogan of the Red Bull brand “Gives You Wings” (literally: “Gives you wings”) is built on the rhyme, but the Russian version of “Red Bull okrylyayayaeet” (literally: “Red Bull inspires”) loses the rhyme but conveys the main meaning. The Kazakh option repeats it: “Red Bull kanattandyraady” with repeated vowels for sound and emotional effect.

The original slogan of Mirinda brand "Live for now" is transformed with rhyme in the Russian text: “Zhizn’ khorosha, kogda pyosh’ ne spesha”, that means literally: "Life is good when you drink slowly" (Drinking Slogans. URL: <https://www.sloganlist.com/drinking-slogans/mirinda-slogan.html>).

Here, the sound can be used both in advertising and in the name of the company, thereby enhancing

the effect. The use of alliteration is more common in English-language advertisements than in Russian or otherwise.

In the early 2000s, the position of Snickers in relation to competitors worsened. The brand was losing market share. Therefore, the marketers of the manufacturer of chocolate bars have determined what is needed to promote the brand. During the analysis, marketers found that the brand's communication is aimed at too narrow a target group – young men. Snickers wanted to be an iconic brand with a broad reach and looked to examples from Budweiser, Jeep and Levi's. Advertisers concluded that in order to build fame, you need to make the brand more universal. There are universal signs of hunger: lethargy, fatigue, capriciousness. This makes it difficult for men to comply with the "code". And in this case, Snickers bars, which position themselves as a universal remedy for satisfying hunger, will help to return "to the club". In this form, the idea could be adapted for distribution around the world. Snickers decided to bet on improving the work of local creative teams to increase work efficiency.

The message of the campaign, expressed in the slogan "You are not you when you are hungry," (Snickers 'you're not you when you're hungry': best global brand campaign ever? URL: <https://thebrandgym.com/snickers-youre-not-you-when-youre-hungry-the-best-global-brand-campaign-ever/>) was universal and inspiring, so marketers quickly and enthusiastically set about adapting the message. The Russian-language version was adapted to: "Ne tormozy, snickersny!", in original: "Don't stop! Grab a Snickers!" (Advertising Snickers/Snickers – "You're not you when you're hungry" (Mr. Bean). URL: <https://www.youtube.com/watch?v=HTOKhlyB8v4>). One of the Kazakh versions sounds quite acceptable: "Tezhelme, Snickers zhe!"

Let us take for comparative analysis the forms of advertising appeals of the Soviet era: "Letajte samoletamy Aeroflota", in English: "Fly with Aeroflot aircraft", "Pokupajte sigarety Prima", in English: "Buy Prima cigarettes", "Peyte naturalnye soky", in English: "Drink natural juices" and others (Soviet advertising. URL: <https://www.youtube.com/@user-li2tn2cs6x>).

Such advertising was not a carrier of information about the quality of goods and services and did not have an associative effect on consumers. So, Soviet advertising was of a conscious nature, that is, consumers were not subjected to intense and active pressure from advertisers, since their goods were still sold.

Then the era of "perestroika" became the period of reforming the economic system of the Soviet Union and was marked by the collapse of the state monopoly. In independent Kazakhstan, advertising has ceased to be a form of activity for the sake of activity but has become a sphere of supply of entrepreneurial efforts. In the early 1990s, in Kazkommertsbank's advertising, we were not offered to use a product or service – to open a bank account or put money on a deposit. However, instead, an attractive image of the bank is created, in which the most beautiful girl works. It contains a song with the text: "Samaya krasivaya rabotayet v Kazkommertsbanke", in English: "The most beautiful girl works in Kazkommertsbank" and a simple slogan: "My vmeste. Kazkommertsbank", in English: "We are together. Kazkommertsbank" (Kazakhstan's Most Memorable Advertising Campaigns in 30 Years. URL: <https://tribune.kz/samy-zapominayushhiesya-reklamnye-kampanii-kazahstana-za-30-let/>).

At the same time, advertising began to be distinguished by a national flavor. In a grocery ad, the charming boy Adil takes part in archery and "macaroni" hits the target, and the groom misses with an arrow. On behalf of Adil, the text of the advertisement sounds: "Macarony Adil izgotovleny iz pshenytsy tverdykh sortov", in English: "Adil pasta is made from durum wheat." At the same time, the aksakals, the elders of the clan, give their blessing to the boy: "Etot dzhygyt budet bogatym", in English: "This dzhygyt will be rich." To which Adil replies with childish spontaneity: "Ya uzhe bogat", that sounds in English: "I'm already rich." This advertisement, in addition to commercial purposes, takes into account the national values and cultural characteristics of the country where it was released (Kazakhstani advertising of the 90s. URL: https://vlast.kz/obssh-estvo/kazahstanskaja_reklama_90_h-10536.html).

The most discussed issue in our time is also the culture of language as a means of communication. If at the beginning of the development of advertising, print advertising was a priority, now it has become a permanent component of almost all media resources, more than all television due to its audiovisual effect on the viewer. The culture of the language of modern media resources is a separate area of linguistic study. Among the scientists, the following names can be mentioned: V.G. Kostomarov, V.A. Estafiev, E.V. Shilova, E.E. Kornilov, A.V. Kostina and others (Vereshchagin, 2015). It is the language of the media as a form of the existence of language in communication that contributes to the process of democratization of the literary language, actively

contacts with non-codified forms and allows their penetration into journalistic speech. The important principle that advertising “should be seen as a contribution to the complex symbol that is the image of the brand, as a long-term contribution to the reputation of the brand” works in full force in the mass media (Ogilvie, 2011: 54). The most demanded is television, the media market has been formed, there are a large number of both universal and segmented media by target audiences.

There is an active growth in the volume of Internet advertising and the number of enterprises represented in the network. There are more print media in Kazakhstan, but their total circulation is almost not growing. The print media audience is not only not growing, but is even shrinking, and many advertisers are redistributing their budgets in favor of television.

The sectoral structure of Kazakhstan advertising is similar in many respects to the Western one. In our market, such traditional Western advertisers as the state with social advertising and the financial sector, primarily banks, are starting to operate.

A competent billboard with advertising text in the state language is a rarity in Almaty. Sometimes the meaning of stylistically and meaningfully struc-

tured phrases is incomprehensible to users, and for this reason, advertising texts do not correspond to their genre specifics. Usually the Kazakh advertising text is a translation copy from the Russian version. It has nothing of a living, actively functioning language. Let's take an example. The recently used in the title and as advertising slogan “Birinishi bolu – batyldyk” is a direct translation of the Russian advertisement “Smelost' byt' pervym” – “Courage to be the first” (Courage to be the first: How Almaty Marathon became the largest sporting event in the country. URL: <https://the-steppe.com/gorod/marafon>). It's just a subscript, ignoring all the grammatical and stylistic rules of the language (CF “Courage to be first”. URL: <https://pk.uchet.kz/c/bin/140840008587/>).

In this case, the option “Batyl bolsan, zhol basta!” (literally: “If you dare, then lead the way first!”) seems to be much better. This is not a translation paper, but a Kazakh text that corresponds to the nature and structure of the language. Calques “break” the structure of the language, greatly accelerate the processes of its creolization, in other words, restructuring, bringing the entire language system in line with the rules of another language.

Table 1 – Advertising texts of the famous brands

Brand name	English text	Russian text	Kazakh text
Snickers	Don't stop! Grab a Snickers!	Ne tormozi. <i>Snickersni!</i> (literally: Don't <i>slow down</i> . <i>Snickersni!</i>)	Toktalma. <i>Snickerssten!</i> (literally: Don't stop. <i>Snickersni!</i>)
LG	Fine art for your home	<i>Vazhnej vsego pogoda v dome</i> (literally: <i>The most important thing is the weather in the house</i>)	<i>En bastysy ujdegi aua rajy</i> (literally: <i>The most important thing is the weather in the house</i>)
Coca Cola	Always and Only Coca-Cola!	<i>Vsye budet Coca Cola!</i> (literally: <i>Everything will be Coca cola</i>)	<i>Bari de Coca cola bolady!</i> (literally: <i>Everything will be Coca cola</i>)
Pepsi	Live For Now	<i>Beri ot zhizni vsjo</i> (literally: <i>Take everything from life</i>)	<i>Omirden barin al.</i> (literally: <i>Take everything from life</i>)
Bounty	The Taste of Paradise	<i>Rajskoe naslazhdenie</i> (literally: <i>Paradisaic delight</i>)	<i>Zhumaktyn balgyn damin tat</i> (literally: <i>Taste the fresh taste of paradise</i>)
Beeline	Live on the bright side	<i>Zhivi na jarkoj storone</i> (literally: <i>Live on the bright side</i>)	<i>Zharkyn zhakta omir sur</i> (literally: <i>Live on the bright side</i>)
Indesit	We work, you play	<i>My rabotaem – vy otdyhaete</i> (literally: <i>We work – you relax</i>)	<i>Biz zhumys istejmiz – siz dem alasyz</i> (literally: <i>We work – you relax</i>)
Toyota	Drive your dreams	<i>Upravljaj mechtoj</i> (literally: <i>Drive your dreams</i>)	<i>Armanyndy baskar</i> (literally: <i>Drive your dreams</i>)

The above comparative analysis shows that in most cases, Kazakh advertising exactly repeats advertising texts without losing the main meaning and achieving communicative and pragmatic goals. Underlined words illustrate differences in language diversities to persuade and influence on choice of customers. New word “snickersny” in Russian version added to the vocabulary of youth slang due to the creativity of advertisers. “*Fine art for your home*” (LG) transformed into the metaphorical expression “*The most important thing is the weather in the house*” which takes into account the figurative thinking of Russian speaking consumers and refers to the text of the popular song; “*Always and Only Coca Cola!*” (Coca Cola) – “*Everything will be Coca Cola!*”; simple “*Live for now*” (Pepsi) – “*Take everything from life*” sounds more categorical and motivational; “*We work, you play*” (Indesit) – “*We work, you relax*” is preferable in Russian and Kazakh mentalities; “*The Taste of Paradise!*” (Bounty) – “*Paradisiac delight*”; but in Kazakh version keeps original “taste” with additional description “*fresh taste of paradise*”. The expression “The smell of a baby is the smell of paradise” is existed in Kazakh culture for a long time. In this case addition of word “fresh taste” is used correctly and takes into account linguistic and cultural differences in the mindset of Kazakh speaking consumers.

Conclusion

Thus, an advertising text is a type of text material, the main idea of which is to attract the attention of the target audience to a particular offer on the market. The main goal is to show the beneficial aspects of this offer and encourage readers to use the advertised services, to make a purchase. When creating an advertising text, the author must adhere to certain requirements: the text must be precise, short, simple, original, and have rhyme.

Taking into account the needs and desires of a potential consumer, as a representative of a particular nation, the authors of advertising actively use various verbal and non-verbal methods of influence.

Thus, advertising as a linguistic object of study is a kind of text, the analysis of which is carried out from the standpoint of the modern paradigm of research, including anthropocentric, as well as national-cultural. The advertising text reflects the features of the use of linguistic means that serve to achieve the goal: to draw attention to the advertised brand, services, and also demonstrate the national flavor of the people.

Comparison of advertising text models to identify the communicative-pragmatic and ethno-cultural features of the advertising text in English, Russian and Kazakh languages led to the conclusion that the creators of advertising, with special attention and knowledge of people's psychology, use symbolic reflections of the cultural characteristics of a particular people with their own traditions, their history, their culture. In fact, advertising becomes one of the communication tools. This means that if advertising is divorced from the social, cultural context of our lives, such advertising is hard to believe. Also, if we pay attention to the originality of the form of the advertising text, it is impossible not to notice that the complex text of the advertising consists of a verbal advertising text, which in most cases is accompanied by a non-verbal component, which may include the style of the font, and the logo, and illustration. In a broader sense, the components of the advertising text can be both sound and video. At the same time, it can be difficult to separate a graphic element from a speech element, since semiotically they form a single whole. This study will be in perspective.

It can be concluded that the use of a certain grammar when creating a text, in particular an advertising text, allows in advance, using only one form, to set a certain model for interpreting not even the text itself, but a certain extension of this text, which is especially important in the case of an advertising text. It is on this that marketing communication with the audience that goes beyond the advertising message will depend.

Thus, having considered a number of features of the advertising text, we can argue that the modern advertising text is a complex entity that can include non-verbal elements, forming a polycode text. An advertising text does not exist “by itself”, like a literary text, but is initially included in mass communication by its nature. At the same time, the advertising text is consciously or unconsciously created and interpreted according to certain models that affect grammatical-syntactic, semantic, social, economic and other aspects. The key to systematizing the entire above complex and increasing the communicative effectiveness of the advertising text can be the analysis of its linguistic side. To do this, it is necessary to use the functional and semantic potential of text formation of typical syntactic constructions as a model for studying the advertising text in a complex.

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