

Q.Q. Duysen* , A.M. Makhambetova , A.A. Zhanabekova 

A. Baitursynov Institute of Linguistics, Almaty, Kazakhstan

*e-mail: kuat.duisen@gmail.com

ADVERTISING TEXTS IN KAZAKH: CHANGES AND LANGUAGE FEATURES

Advertising is a prominent cultural phenomenon in modern society's globalization period. Advertising texts are extremely diverse by type and genre composition. Even though the primary function of advertising is to stimulate and increase buyer demand, in recent years, it has been shown that it summarizes the ways humans perceive and understand the world. Subsequently, an advertising text attracts the attention of linguists as a unique linguistic phenomenon. The complexity and versatility of advertising texts require copywriters to consider national and cultural characteristics constantly.

The article aims to draw attention to the transformation in the structure of advertising texts, describe changes, and discuss language issues of advertising texts. It focuses on determining the qualitative characteristics of advertising texts and how their cultural levels are changing under the influence of legislation. It also focuses on determining the features of quality advertising texts in the Kazakh language for Kazakh consumers. The article notes the peculiarity of companies in the advertising industry in the production of texts.

The language of advertising is very different from other ways of communication in the information field around each person. Studying the linguistic features of advertising allows us to recognise advertising texts as the database that represents cultural values and ethnic division within a society, and in linguistic aspect, we can consider it like a mirror of modern information society.

Key words: advertising market, advertising texts in Kazakh, language transformation, types of entrepreneurship, the national corpora of Kazakh language.

Қ.Қ. Дүйсен*, А.М. Махамбетова, А.А. Жаңабекова

А. Байтұрсынұлы атындағы Тіл білімі институты, Алматы қ., Қазақстан

*e-mail: kuat.duisen@gmail.com

Қазақ тіліндегі жарнама мәтіндері: өзгерістер мен тілдік ерекшеліктері

Жарнама – қазіргі қоғамның жаһандану кезеңіндегі көрнекті мәдени құбылыс. Жарнама мәтіндері түрлері мен жанрлық құрамы бойынша өте алуан. Жарнаманың ең негізгі функциясы ынталандыру және сатып алушының сұранысын арттыру болғанына қарамастан, соңғы жылдары ол адамның әлемді қабылдау және оны түсіну тәсілдерінің жиынтық бейнесі екенін көрсетіп отыр. Қазір соған сәйкес жарнама мәтіні ерекше лингво-мәдени құбылыс ретінде лингвистердің назарын аудартып отыр. Жарнама мәтіндерінің күрделілігі мен көпқырлылығы копирайтерлерге ұлттық-мәдени ерекшеліктерді үнемі ескеріп отыруды қажет етеді.

Мақаланың мақсаты – жарнама мәтіндерінің құрылымындағы трансформацияға назар аудару, өзгерістерді сипаттау. Жарнама мәтіндерінің тілдік мәселелеріне тоқталу. Жарнама мәтіндерінің сапалық ерекшеліктері және заңнамадағы өзгерістердің жарнамаға әсерінің деңгейі мен тереңдігін сипаттау. Жарнаманың қоғам сұранысы мен заң нормаларына сәйкестігіне мән беру. Қазақ тіліндегі сапалы жарнама мәтінінің қазақтілді тұтынушыларға қолжетімділігін анықтау. Жарнама индустриясындағы компаниялардың мәтіндерді дайындаудағы ерекшелігіне тоқталу.

Жарнама тілі әр адамның айналасындағы ақпараттық өрістегі қарым-қатынастың басқа тәсілдерінен айтарлықтай ерекшеленеді. Жарнама тілін зерттеу жарнама мәтіндерін белгілі бір қоғамның мәдени құндылығы, этникалық бөлінісі жөнінде ақпарат беретін дереккөз ретінде қарастырып, лингвистика тұрғысынан заманауи ақпараттық қоғамының айнасы түрінде қарастыруға мүмкіндік береді.

Түйін сөздер: жарнама нарығы, қазақтілді жарнама мәтіндері, трансформация, кәсіпкерлік түрлері, Қазақ тілінің ұлттық корпусы.

К.К.Дуйсен*, А.М. Махамбетова, А.А. Жанабекова
Институт языкознания имени А. Байтурсынова, г. Алматы, Казахстан
*e-mail: kuat.duisen@gmail.com

Рекламные тексты на казахском языке: изменения и языковые особенности

Реклама-выдающееся культурное явление в период глобализации современного общества. Рекламные тексты очень разнообразны по видам и жанровому составу. Несмотря на то, что самой основной функцией рекламы является стимулирование и повышение покупательского спроса, в последние годы она показывает, что представляет собой совокупный образ того, как человек воспринимает мир и понимает его. Сейчас, соответственно, рекламный текст как особое лингвокультурное явление привлекает внимание лингвистов. Сложность и многогранность рекламных текстов требует от копирайтеров постоянного учета национально-культурных особенностей.

Цель статьи – обратить внимание на трансформацию в структуре рекламных текстов, описать изменения. Остановиться на языковых вопросах рекламных текстов. Качественные особенности рекламных текстов и описание уровня и глубины влияния изменений законодательства на рекламу. Акцентировать внимание на соответствии рекламы требованиям общества и нормам закона. Определение доступности качественного текста рекламы на казахском языке для казахскоязычных потребителей. Остановиться на специфике компаний в рекламной индустрии при подготовке текстов.

Язык рекламы существенно отличается от других способов общения в информационном поле вокруг каждого человека. Изучение языка рекламы позволяет рассмотреть рекламные тексты как базу данных, дающую информацию о культурных ценностях, этническом разделении конкретного общества, с лингвистической стороны оно позволяет рассмотреть ее в виде зеркала информационного общества.

Ключевые слова: рекламный рынок, казахскоязычные рекламные тексты, трансформация, виды предпринимательства, Национальный корпус казахского языка.

Introduction

Today, the advertising market is one of the most dynamically developing industries in the world. According to experts, the global advertising market in 2022 amounted to \$856 billion, so it is projected to increase to \$1 trillion by 2026, demonstrating that the advertising market is a dynamically developing industry, as well as in the global advertising market as a global emerging market. Thereby, the global advertising market is developing despite the challenges. According to the Central Asian Advertising Association's report, the capitalization of the advertising market in Kazakhstan in 2022 reached 85.4 billion tenge (AACA, 2022). Currently, the advertising market of Kazakhstan has changed due to the influence of two factors: the first is the social character of advertising, which is directly related to consumers' demand for information in the Kazakh language. The second factor is Kazakhstani legislation. On December 29, 2021, the Law "On the introduction of amendments and additions to some legislative acts of the Republic of Kazakhstan on the issues of visual information and religious activities" (Adilet database, 2021) entered into force. So, changes in legislation obliged Kazakhstani compa-

nies to publish advertisements and public information in Kazakh.

Kazakhstani companies are adapting to these changes, while the companies that have yet to adapt are forced to lose their market share. The changes in the advertising market also affect advertising in the Kazakh language. Since the introduction of amendments to the laws related to the use of the state language in the general public, more changes have been observed in the Kazakh-language advertisements: the quality of advertising texts has improved, and the vast majority of advertisers pay attention to the propriety of the Kazakh-language text. These changes are reflected in the segments of large and medium-sized businesses. At the same time, the question of the qualitative features of the advertising texts in the Kazakh language and the level and depth of influence of changes in the legislation on advertising have raised our attention. The complex processes in society and the systematic nature of the requirements for using the official language affect the advertising industry in a wide range of ways. It is noted that advertisers and advertising companies pay special attention to the Kazakh text of their advertising about the goods and services they provide and try to create advertisements following

the requirements of the law and society. It should be noted that there are many issues related to the quality development and distribution of advertising texts in the Kazakh language and the presence of companies in the advertising industry during the transition period. The signs of the transition period are seen in the lexical stock of texts on advertising boards, grammatical correctness, and semantic layers. In this historical and economic period, the relevance of identifying changes in the language of advertising is increasing. At the same time, our research focuses on monitoring the changes in the country's advertising market.

Material and methods

The working group began by collecting the necessary materials to implement research tasks. Specialists of the Institute collected the necessary materials from January to March 2023. For three months, in high-resolution mode, they photographed advertising patterns that use various means of communication. As advertising samples, texts on advertising boards located on the streets of Almaty and in public places were taken. To ensure the geographical diversification of advertising materials within the city, that is, the collection of advertising materials from all city districts, the institute's staff was divided into each district and worked effectively. Each performer collected advertising materials from the districts designated for them. The pictures taken by the performers were timed and geographically placed.

After the collection of advertising samples, the selection was made. The repeated images, difficult-to-read text, poor-quality images, and advertising samples that did not meet the Law "On advertising" requirements were also excluded. The database was opened based on the collected materials. The database contains thirteen different metadata and the positional information about each ad template. From the database, the following types of advertisements were selected for research tasks:

- advertising texts belonging to large business objects, depending on the type of business;
- advertising texts published in public places;
- advertising texts providing information about the product of the registered trademark (brand);
- advertising texts directly related to the catering and food industry were selected.

There are several reasons for filtering advertising materials, as shown above. Since these reasons directly contribute to the study's objectivity, it was necessary not to ignore them. The moratorium on

inspections of small and medium-sized businesses, announced by the President of The Republic of Kazakhstan K.Zh. Tokayev in 2020, contributed to data selection. According to the rules of the moratorium, until January 1, 2024, state bodies could not conduct inspections of small and medium-sized businesses, including the ability to verify the compliance of advertising texts with the requirements of the legislation on language. Therefore, when selecting advertising texts, considering the factors of the moratorium in the country was very important for the objectivity of the study results. Therefore, the advertising materials of small and medium-sized businesses were not included in the study. On the other hand, it has long been known that, unlike other types of business in Kazakhstan, large businesses have a lot of resources and opportunities to advertise in the Kazakh language. This factor is aimed at the big business. "Legislation about language" allows the development of quality advertising texts and placing advertising on the streets. Therefore, considering the material possibilities of big business, we focused on the advertising texts of such objects. In addition, we have made a research facility in the field of drink, food, confectionery, and catering from the professional branches specific to large businesses because it is clear that these sectors are growing steadily in terms of the pace of development.

In the next stage of the study, selected advertising samples were analyzed. The analysis included information such as semantically correct delivery of content of advertising text, stylistic conformity, brand or brand product positioning in the media space, and target audience of advertising material. At this stage of the study, methods of proposition, semantic analysis, and content analysis were used.

Literature review

Before linguistically analyzing the text of advertising, it is crucial to identify the basic requirements of researchers for quality and fluent advertising text. Researchers of advertising language and advertising stylistics D.E. Rosenthal (Rosenthal, 1981) and N.N. Kokhtev (Kokhtev, 1991), V.V. Uchenova (Uchenova, 2002), L.G. Feshchenko (Feshchenko, 2003), E.V. Bulatova (Bulatova, 2012), as well as T.V. Anisimova and S.A. Chubay (Anisimova, Chubay, 2023) focus on the effect of advertising texts. Advertising is a powerful tool that entices people to buy and order goods. In order to be fluent in advertising, it is reported that the language needs to be widely used. In the text of the advertisement, there

is an increase in the number of communications aimed at the recipient. If this is the case, the issue of choice, selection and rational use of visual aids of the language, expressive-emotional lexical reserves and other such tools to attract and influence the attention of the recipient will be identified among the requirements of the advertising text. Yong and Rao, for instance, state that the use of visual and textual blended advertising is efficient in one of the most widespread advertisement spheres – the sphere of food advertising (Yong, Rao: 2024). There is also notable research on how advertising texts correlate with both discrimination and representation of certain social groups, including gender groups and roles (López-López, López-Villar, 2024).

A.M. Ospangaliyeva analyzes some structural and linguistic aspects of advertising texts. The researcher explores the structure of advertising discourse, highlighting its key components and the role of important linguistic elements within it. The article delves into topics such as the discourse features of advertising language, its communicative traits, and the pragmatic forms that shape advertising speech (Ospangaliyeva, 2015).

When it comes to various media types of advertising, Al-Subhi explores the so-called metadiscourse of internet-advertising, analyzing its most effective and ineffective linguistic tactics (Al-Subhi, 2022).

N.G. Inshakova noted that it is necessary to create a deep understanding of advertising activities and collect as much information about advertised goods or services as possible. Her research also shows the following requirements for quality and fluent advertising text.

First, compliance of the text of advertising with legislative and legal requirements (non-compliance with the basic requirements of the Law “On Advertising”);

Secondly, the compliance of the advertising text with the requirements of the unique trading offer (commercial bench, the ability to influence the consumer, attract interest in the purchase of goods or services);

Thirdly, compliance with the advertising text with spelling, spelling, and word culture (word correctness, purity of speech, accuracy of speech, word effectiveness, etc.) is also essential (Inshakova, 2011: 28-37).

Failure to comply with the above rules in creating and correcting promotional texts may not only create incompetent and ineffective advertising texts but also lead to the mass dissemination of informa-

tion that violates the ethical and cultural norms of public life. Therefore, in the context of market competition, it is also legal to tighten the requirements for advertising text for the effectiveness of advertising.

Do advertising texts meet the requirements in the information space of the modern Kazakh-speaking society? Do Kazakh-speaking consumers have access to quality advertising texts about the goods they need? These are reasonable questions. Article 6 of Chapter 2 of the Law of the Republic of Kazakhstan “On Advertising” includes the general requirements for advertising: “Advertising (periodicals) in the territory of the Republic of Kazakhstan, internet resources, except for news agencies) are distributed in the Kazakh language, and at the advertiser’s request in Russian and (or) in other languages” (Law of the Republic of Kazakhstan on Advertising, 2003). If so, it is obligatory to advertise goods or services in the state language for any advertiser (except periodicals, internet resources, and news agencies). According to this requirement, the world’s leading manufacturers are already advertising their products in Kazakh. Many of the language problems of advertising texts in the Kazakh language are caused by the inaccuracy of this translation and the failure to create a synchronized norm.

In the process of translating the texts of other languages into the Kazakh language, artificial calque is used, and the language construction is different from the Kazakh alphabet. Journalists have repeatedly voiced these issues concerning the use of the state language in advertising, and these problems have become the object of several research essays. It is necessary to expand the scope of use of the state language in the field of advertising and to improve the quality of the language of translation. No matter what advertising we receive in the state language, we come across the advertisements that contradict the literary norms of the Kazakh language or have been poorly translated from Russian. For the full implementation of the state language of the Kazakh language, it is necessary to expand the field of its use in advertising... We will meet the opinion of all the journalists (Asanbayeva, 1999: 132) that it is necessary to develop a mechanism for the transformation of the Kazakh language into a full-fledged advertising language as the official language.

In order to meet the consumer needs, trade relations between different countries are growing every day. The influence of advertising language has already increased, and today it is clear that by translating advertising from one language to another, we

do not become fluent in culture and different values, customs and traditions. If so, it is also appropriate to recognize the translation of advertising as a means of intercultural communication. This will further ensure that the translation of advertising text is high-quality and engaging. The quality of advertising translation also has a significant impact on pragmatic advertising activities. Soltanbekova G.A. commented on the pragmatic power of Kazakh advertising. “The utilization of new uses in advertising text is more responsible than other texts. The new usage in the advertising text reduces pragmatic activity. At the same time, some new uses do not correspond to the meaning of words in Russian in terms of their semantics. This also affects the pragmatic function of advertising” (Sultanbekova, 2001:138). If so, taking into account that advertising as a form of mass communication, the state status of the Kazakh language is the only influence rarity, the Kazakhization of the language of advertising, quality and conduction of advertising translations is an important issue for the Kazakh-speaking society. In this regard, it is important to monitor the literacy of Kazakh-language advertising texts, compliance with the norms of the literary language, and the quality of translation texts. This issue will be solved when the digitalization of the Kazakh language is fully implemented. The National Corpus of the Kazakh language should be filled with the texts of the Kazakh language. The advertising corpus will be an indispensable tool for the quality and effectiveness of advertising texts in the future by providing the collection of Kazakh-language advertising texts. Since 2023, materials of the advertising corpus have been collected for the project National Corpus of the Kazakh language, initiated by the Institute of Linguistics named after A. Baitursynuly.

Results and discussion

The Kazakh analogue of the advertising “Өзіміз ғой, еркелейік!” (English ‘let’s joy ourselves’) by Dizzy club, which produces the most popular soft drinks and energy drinks among consumers. The original slogan written as “Балуем своих!” (English ‘we’re enjoying with our people’) The company’s products are distinguished by their colorful design, aimed at the youth audience and a favorable pricing policy, and the company’s advertisements show that they are aimed at the younger audience, and this advertising text also shows that the company is focused on the young audience and refers to the behavior of teenagers. T.F. Efremova’s diction-

ary “Современный толковый словарь русского языка” defines the meaning of the word “свой” with the words “nearest”, “kin”, “natives”, which means a more successful alternative to the phrase “We will have fun with close people!”.

Let’s note the advertising of “Doshirak”, which is well-known in the food industry: “Сенің үздік таңдауың корей халқының шынайы дәстүрімен және корейлік технологиямен жасалған. Премиум-класс раменының дәмін татып көріңіз” (English ‘Your best choice has been cooked under the supervision of true Korean customs and Korean technologies. Please taste premium ramen’). The quality of the advertising text is not bad, though the punctuation is forgotten. However, the length of the sentence seems to prevent it from being perceived properly. In addition, there is a violation of lexical combination of words in the phrase “real tradition”. We propose to replace it with the phrase “national tradition”.

The Turkish food company Ulker’s product is known as “Ulker Laviva” represents themselves with the phrase in Kazakh “Таңдаулы дәмнен ауыз тиіңіз” (English ‘Try an exclusive taste’) and in Russian “Насладись изысканным вкусом” (English ‘Enjoy an exclusive taste’). The Russian phrase “изысканный” means that the product is “difficult to make”, “accessible only to high-class people”. We suppose that this phrase may represent the position of Western culture representative concerning the meal. But in the Kazakh culture the meal is always a meal. Thereby the Kazakh nomad past and pastoral economy did not allow classification of food depending on social class or another difference. The reason is, nomad food culture was based on optimal food production. So, Kazakh people do not have the most technologically difficult food production as in Europe. For example, the technology of making wines or famous cheeses requires a lot of time, a lot of labor and participation of numerous specialists. The word “изысканный” is likely to represent the food or product which was made in a complex way. Accordingly, in Kazakh, to show that the meal is exclusive, we use the word “таңсық ас” (English ‘rare meal’) and it has a slightly different meaning. According to the dictionary of the Kazakh literary language, this expression demonstrates that the food is common for the people who live in a certain region, but rare for people who lives in other regions (Konyratbayeva et al, 2011). Here, the word that used in the slogan “таңдаулы” (English ‘chosen’) seems incompatible with the Kazakh identity. The Kazakh food culture has always been simple, and

the significant part of meals do not need complex procedures. So, it is represented in language layers.

Let's take a look at Albeni's advertisement "Әр маусымдағы таңғажайып", which is one of the most famous products of this company. In the dictionary the word "таңғажайып" means amazing, beautiful, beauty. In this regard, the product tastes different from the new one.

"SNICKERS. Сүйікті тағамдардың тарихы". The Snickers is a product of Mars Corporation. It is one of the notable product which entered the Kazakhstani market after the downfall of the Soviet Union. It has been on the market for more than thirty years without losing its trademark relevance and has become a popular and familiar product for several generations of consumers. We are also aware of the consumption of this product by several generations. Snickers is stored in the minds of several generation of Kazakhstani consumers as a favourite chocolate of childhood.

"KULIKOV. Саған арнайы кофе дайындаймыз". To understand the significance of this message, it is necessary to review the trading format of Kulikov confectionery stores. Until 2022, the confectionery shop chain KULIKOV operated as a store that sold only confectionery products. That is, only sweets were sold in the stores. Other goods and products were not available. In 2022, the chain of confectionery stores was changed and began to operate in the format of "confectionery store + coffee shop". Following the changes, the network's advertising was changed. The advertising text "Саған арнайы кофе дайындаймыз" (English 'We can prepare a special coffee for you') is intended to inform consumers about the changes (to tell consumers that the confectionery line sells drinks and sweets).

"Costa. Рахаттану құйыны". The slogan of the coffeeshop stores is a calque of the phrase in Russian "Вихрь наслаждения" (English 'whirlwind of satisfaction'). In Kazakh the phrase lost its primary meaning and does not burn any emotions. Because the word "құйын" (English 'whirlwind') does not have an expression to make sense.

The Ulker company's product under the brand Halley uses the phrase "себепсіз мереке" (English 'holiday without reason'). The company positions the product for the public as a decision for the present. The phrase is a calque translation of the phrase in Russian "Праздник без причины" (English 'holiday without reason'). The phrase in Kazakh does not make sense to Kazakh consumers.

"Fanta. Ойынға күш жина, тамақтануды ұмытпа" (English 'Fanta. Be charged for the game,

don't forget to eat'). The brand Fanta sells in 150 countries around the world. The brand is positioning itself as a soft drink for children and teenagers. Accordingly, the soft drink's package is designed to attract a young audience. So, the slogan of the product is made following the needs of young people. The text in Kazakh represents the basic occupation of children around the world. It's neediness to play games. The slogan is calling the young consumers to be ready to play the game. The next part of the slogan reminds children to eat regularly. Thereby, the brand pays attention to the problem of a regular diet. We notice that the slogan in Kazakh is multilayered. It calls the customers to be active and it also calls the customer's parents to be responsible for the diet of children.

"Coca-Cola. Ырғаққа беріл" (English 'Follow the rhythm'). The Coca-Cola's slogan is a localization of the "Turn Up Your Rhythm" global campaign. In Kazakh the slogan sounds fresh and touches the urban auditory who live a fast-paced city life.

"Pepsi. Дәміне қарай тойла!" (English 'Celebrate according to the taste!'). The slogan consists of Kazakh culture's meaningful concept. It is "той" (English 'celebration'). The "той" party assembles several generations of kin and family friends. Generally, for this type of party kin meet in a special place and spend a lot of financial resources. So, in Kazakh worldview, the "той" is a memorable event. We suppose the company used a strong and conceptual slogan for positioning the product.

"MEAT. Сені m*eat-қа шақырамын". It's the slogan of the restaurant in Almaty. The restaurant's slogan translates in English such as "I invite you to m*eat". But the word "m*eat" is written in English. Thereby we observe the code switching in the slogan's text and it makes the message complex. We interpret the message as follows:

1. Invitation to the restaurant. Because the restaurant's official name is "MEAT". So you can read the slogan as an invitation to the restaurant.

2. Invitation to eat meat. The name of the restaurant represents the basic product of a restaurant. The restaurant's name, brand's name, and the name of restaurant's basic product are represented inside the slogan. If we remove the grammatical hybrid structure, which combines English and Kazakh words, and read the phrase, you will read the sentence such as "I invite you to meat". It is a popular slang to invite friends to eat together.

3. Invitation to an appointment. The word "meat" also sounds like "meet" (Kazakh "кездесу"). Re-

garding pronunciation, we can read the slogan as “I invite you to meet”.

Today, it is possible to see the beginning of a transformation in the structure of advertising texts. Although the text of the “traditional media” is reflected in the text of the media, there are elements of “advertising” that the public recognizes. We can see that text transformation is rapidly taking place in “non-traditional media”. To explain this transformation, let us consider the insignia of both ads. While consistent information in the context of “traditional media” texts is the key, texts that belong to “non-traditional media” focus on the emotional aspect of information. The advertising text “Traditional media” describes the characteristics of a product or service.

Furthermore, “non-traditional media” not only describes the characteristics of the product or service but also focuses on the customer’s tastes and needs. While “traditional media” texts are delivered neutrally, “non-traditional media” texts invite the consumer to a dialogue of their own. While “traditional media” attempts to convey emotions through words without using symbols in advertising texts, “non-traditional media” does not hesitate to use the symbols that express emotion. Instead, “unconventional” media is interested in maximizing the use of emotion-provoking tools. In “traditional media”, customer feedback can provide a great choice of feedback in “non-traditional media” if it uses popular communications tools (phone, site, address). In advertising texts in “non-traditional media”, feedback capabilities are limited by the technological solutions available on the market.

Conclusion

Advertising is one of the fastest-growing sectors. The advertising industry has tools with diverse text, forms of information, ways of conveying thought, and design formats. As a result, advertising has entered different aspects of our daily life. The text of advertising is a complex type of content that includes a particular time and space, social formation, the structure of society, the stratification of society, the level of development, the social processes, local phenomena, global processes, cultural code, ideological beliefs in society, religious choice and many other types of information. Therefore, we see two different trends in advertising texts. The first trend is that advertising is the most popular type of content in our information space. Advertising is a

form of information about a person from birth to life. This information affects a person’s choice and, to a certain extent, their life.

Moreover, globalization and digitalization, which are gaining momentum worldwide, are causing advertising to enter the digital space aggressively. This shows that advertising will become an integral part of human life in the future. The second trend is a reduction in the term of advertising relevance. The acceleration of information delivery technologies has also contributed to advertising texts. For example, 100 years ago, Zhetysay residents received information about a new product in an average of two to six months. Half a century ago, thanks to the rapid development of television, radio, and the press, the time was reduced to a few hours. In the age of digitalization, this figure has been reduced to a few minutes. Thanks to information and communication technologies, the distribution of information, including advertising, has accelerated significantly. This, in turn, led to a rapid reduction in advertising time. As a result, we can observe that advertising texts generation gains new speeds. So, a similar phenomenon occurs in other languages such as Chinese (Huang & Liu, 2022: 144-153), Ukrainian (Teletov et al, 2019: 458-465).

The phenomena mentioned above describe the changes that are taking place in the advertising market in modern times. These phenomena are observed in the Kazakh-language advertising market. Global events have a significant impact on the texts of Kazakh-language advertising. However, it is necessary to recognize issues related to advertising in the Kazakh language. In particular, nowadays, advertising in the Kazakh language is often displayed as translated advertising. As shown in the examples, most of the advertising texts still need to be developed in Kazakh in their original form.

In most cases, we find advertising texts in the form of translation from an intermediary language, more often in the form of translation from the original language, and in rare cases in the form of advertising adapted to the Kazakh-speaking consumer. This negatively affects the quality of advertising in the Kazakh language. It should also be noted that in the mind of the Kazakh-speaking consumer, it is causing a negative understanding of a particular brand or product. Given the possibility that the translated advertising texts, on the other hand, can provide the consumer with incorrect information, the wrong advertising texts in the Kazakh language have become an essential issue for the society. At the same time, in 2021, the President of Kazakhstan

amended the Law “On Languages in the Republic of Kazakhstan” in order to regulate the issue of advertising in the Kazakh language, in particular, Kazakh translation advertising. Article 1 of the Law introduced the concept of “authentic translation”. This article is aimed at preventing problems such as direct translation from the original language or intermediary language into the Kazakh language, word translation, and unreserved translation of the meaning of the word. However, we understand that this rule requires time for full operation in the advertising market and requires training of industry professionals. In view of this situation, we have begun a

project to design a corpus of advertising texts in the Kazakh language. It is expected that this project will be a tool for consumers of advertising in the Kazakh language. In addition, we believe that it is a project that allows the creation of effective communication with Kazakh-speaking consumers and has the ability to solve many problems for specialists in the advertising industry.

The article was prepared under the Program-Targeted Funding program BR18574132 “The preparation of the corpora of cultural-representative and advertising texts”.

References

- Центральноазиатская Ассоциация рекламодателей. Отчет: Объем рынка рекламы в Казахстане за 2022 год. [Электронды ресурс]. – URL: www.tribune.kz (Пайдаланылған күні: 01.04.2024).
- Қазақ әдеби тілінің сөздігі. Он бес томдық. 6 – том / Құраст.: Ж. Қоңыратбаева, Ф.Қалиев, Қ.Есенова және т.б. – Алматы, 2011. – 752 б.
- Булатова Э.В. Стилистика текстов рекламного дискурса: [учеб. пособие] – Екатеринбург: Изд-во Урал. ун-та, 2012. – 264 с.
- Розенталь Д.Э., Кохтев Н.Н. Язык рекламных текстов. – Москва, 1981. – 127 с.
- Кохтев Н.Н. Стилистика рекламы. – М., 1991. – 91 с.
- Ученова В.В., Старых Н.В. История рекламы. – СПб., 2002. – 304 с.
- Фещенко Л.Г. Структура рекламного текста. – СПб., 2003. – 232 с.
- Иншакова Н.Г. Особенности редактирование рекламных текстов // Вестн. Моск. Ун-та. Сер. 10. Журналистика. – 2011. – № 2. – С. 28-37.
- Оспангалиева А.М. Особенности рекламной речи // Вестник КазНУ. Серия филологическая, 2015. – С. 211-215.
- «Жарнама туралы» Қазақстан Республикасының 2003 жылғы 19 желтоқсандағы N 508 Заңы. [Электронды ресурс]. – URL: https://adilet.zan.kz/kaz/docs/Z030000508_ (Пайдаланылған күні: 01.10.2024).
- Қазақстан Республикасының кейбір заңнамалық актілеріне көрнекі ақпарат және діни қызмет мәселелері бойынша өзгерістер мен толықтырулар енгізу туралы ҚР заңы. [Электронды ресурс]. – URL: https://adilet.zan.kz/kaz/docs/Z030000508_ (Пайдаланылған күні: 01.04.2024).
- Асанбаева С.А. Жарнама саласындағы мемлекеттік тілді қолданудың социолінгвистикалық өзекті мәселелері: фил. ғыл.канд. дисс. – Алматы, 1999. – 132 б.
- Солтанбекова Ә.Ф. Қазақ жарнамалары: тілдік сипаты және ықпал ету қызметі: фил.ғыл.канд. дисс. – Алматы, 2001. – 138 б.
- Al-Subhi, A.S. Metadiscourse in online advertising: Exploring linguistic and visual metadiscourse in social media advertisements // Journal of Pragmatics. – 2022. – Vol. 187. – P. 24-40. <https://doi.org/10.1016/j.pragma.2021.10.027>
- Anisimova T.V., Chubay S.A. Precedent texts as a means of increasing the efficiency of social advertising // Volgograd State University Bulletin. Series 2. Linguistics. – 2022. – Vol. 22 (2) – P. 122-139.
- Yong Q., Rao X. Exploring textual-visual strategies in internet-based light food advertising: A study of Taobao advertisements in China // Humanities and Social Sciences Communications. – 2024. – Vol. 11 (1). – Article 645. <https://doi.org/10.1057/s41599-024-03087-1>
- López-López C., López-Villar C. Gender representations in fitness advertising by the #IWorkoutAtHome community // VISUAL Review. International Visual Culture Review. – 2024. – Vol. 16(5). – P. 81-100.
- Teletov A., Teletova S., Letunovska N. Use of language games in advertising texts as a creative approach in advertising management // Periodicals of Engineering and Natural Sciences. – Vol. 7, Iss. 2. –2019. – P. 458-462.
- Minxue, H., Tong L. Subjective or objective: How the style of text in computational advertising influences consumer behaviors? // Fundamental Research. – Vol. 2, Iss. 1. – 2022. – P. 144-153.

References

- Association of Advertisers Central Asia (2022). Report: Obyem rynka reklamy v Kazakstane za 2022 god [The volume of advertising market in Kazakhstan for 2022]. [Electronic resource]. URL: www.tribune.kz (Date of use: 01.04.2024) (In Russian).
- Konyratbaeva, Zh., Kaliyev, G., Yesenova, K. et al. (Comps.). (2011). Dictionary of the Kazakh literary language (Vol. 6, Fifteen volumes). Almaty. Kazakhstan.

- Bulatova, E.V. (2012). *Stilistika tekstov reklamnogo diskursa* [Stylistics of advertising discourse texts] [Textbook]. Yekaterinburg, Russia. Ural University Press. (In Russian).
- Rozental, D.E., Kokhtev, N.N. (1981). *Yazyk reklamnykh tekstov* [The language of advertising texts]. Moscow, Russia. (In Russian).
- Kokhtev, N.N. (1991). *Stilistika reklamy* [Stylistics of advertising]. Moscow, Russia. (In Russian).
- Uchenova, V.V., Starykh, N.V. (2002). *Istoriya reklamy* [History of advertising]. Saint Petersburg, Russia. (In Russian).
- Feschenko, L.G. (2003). *Struktura reklamnogo teksta* [Structure of the advertising text]. Saint Petersburg, Russia. (In Russian).
- Inshakova, N.G. (2011). *Osobennosti redaktirovaniya reklamnykh tekstov* [Features of editing the advertising texts]. Moscow University Bulletin, Series 10: Journalism, Vol. (2), P. 28-37.
- Ospangalieva, A.M. (2015). *Osobennosti reklamnoi rechi* [Features of advertising speech]. KazNU Bulletin. Series Philological, Vol. 141(1-2), P. 211-215. (In Russian).
- Law of the Republic of Kazakhstan dated December 19, 2003 No. 508 “On advertising.” [Electronic resource]. URL: https://adilet.zan.kz/kaz/docs/Z030000508_ (Date of use: 01.04.2024).
- The Law of the Republic of Kazakhstan on Amendments and Additions to Certain Legislative Acts of the Republic of Kazakhstan on Visual Information and Religious Activities. [Electronic resource]. – URL: https://adilet.zan.kz/kaz/docs/Z030000508_ (Accessed on: 01.04.2024).
- Asanbayeva, S.A. (1999). *Zharnama salasynday memlekettik tildi qoldanudyń sotsiolingvistikalıq ózekti maseleleri* [Socio-linguistic relevant problems of the use of the state language in the field of advertising]. Dissertation of the candidate of philological sciences. Almaty, Kazakhstan. (In Kazakh).
- Soltanbekova, A.G. (2001). *Qazaq zharnamalary: tildik sipaty zhane ykpal etu kyzmeti* [Kazakh ads: linguistic character and influence activity] (dissertation of the candidate of philological sciences). Almaty, Kazakhstan. (In Kazakh).
- Al-Subhi, A.S. (2022). *Metadiscourse in online advertising: Exploring linguistic and visual metadiscourse in social media advertisements*. Journal of Pragmatics, Vol. 187, P.24-40. <https://doi.org/10.1016/j.pragma.2021.10.027>
- Anisimova, T.V., Chubay, S.A. (2022). *Precedent texts as a means of increasing the efficiency of social advertising*. Volgograd State University Bulletin. Series 2. Linguistics, Vol. 22 (2), P. 122-139. <https://doi.org/10.15688/jvolsu2.2023.2.10>
- Yong, Q., & Rao, X. (2024). *Exploring textual–visual strategies in internet-based light food advertising: A study of Taobao advertisements in China*. Humanities and Social Sciences Communications, Vol. 11 (1), Article 645. <https://doi.org/10.1057/s41599-024-03087-1>
- López-López, C., López-Villar, C. (2024). *Gender representations in fitness advertising by the #IWorkoutAtHome community*. VISUAL Review. International Visual Culture Review, Vol. 16 (5), P. 81–100.
- Teletov, A., Teletova, S., Letunovska, N. (2019). *Use of language games in advertising texts as a creative approach in advertising management*. Periodicals of Engineering and Natural Sciences, Vol. 7(2), P. 458–462.
- Huang, M., & Liu, T. (2022). *Subjective or objective: How the style of text in computational advertising influences consumer behaviors?* Fundamental Research, Vol. 2(1), P. 144-153.

Information about authors:

- Quatbek Duysen (corresponding author) – a researcher of A. Baitursynov Institute of Linguistics, PhD student (Almaty, Kazakhstan, e-mail: kuat.duisen@gmail.com);*
- Aidana Makhambetova – a junior researcher of A. Baitursynov Institute of Linguistics, PhD student (Almaty, Kazakhstan, e-mail: aidanamakhambetti@gmail.com);*
- Ayman Zhanabekova – the chief researcher of A. Baitursynov Institute of Linguistics, Doctor of philology, professor (Almaty, Kazakhstan, e-mail: aiman_miras@mail.ru)*

Авторлар туралы мәлімет:

- Қуатбек Дүйсен – А. Байтұрсынұлы атындағы Тіл білімі институтының ғылыми қызметкері (Алматы, Қазақстан, e-mail: kuat.duisen@gmail.com);*
- Айдана Махамбетова – А. Байтұрсынұлы атындағы Тіл білімі институтының кіші ғылыми қызметкері (Алматы, Қазақстан, e-mail: aidanamakhambetti@gmail.com);*
- Айман Жаңабекова – А. Байтұрсынұлы атындағы Тіл білімі институтының бас ғылыми қызметкері, филология ғылымдарының докторы, профессор (Алматы, Қазақстан, e-mail: aiman_miras@mail.ru)*

Date of receipt of the article: July 7, 2024.

Accepted: December 7, 2024.