

**THE LANGUAGE OF ADVERTISEMENTS AND DISCOURSE ANALYSIS OF THE
SLOGANS OF DOMESTIC COMPANIES**

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Abstract. The article is devoted to the peculiarities of the advertising text, since the development of a well-composed advertising text is one of the sources that can lead to the prosperity of the Motherland. During the study, a discourse analysis of advertising texts of domestic producers of the 21st century, their emotionally expressive slogans (slogans) was carried out. Stylistic techniques, lexical and morphological features, as well as elements that play a key role in the advertising text are considered.

Keywords: advertising, text, slogan, discourse analysis, lexical units, stylistic techniques, Kazakhstan.

Advertising has become an integral part of everyone's life. Advertising is everywhere: in the vastness of the Internet, radio, TV, in the covers of a glossy magazine, and even on the streets. The term comes from the Latin verb *advertere*, meaning "to turn one's attention to (something)," from a combination of *ad-*, meaning "toward," and *vertere*, "to turn." The word advertise is based on the same root [1]. Brands now really know how to advertise. Many, but not all. Advertisements are sometimes so useful and loved by people that the fact of their influence on human life is not even denied. Technologies have reached the level of tracking the location of each user in order to display ads based on their habits and needs. It took over the world.

The history of advertising development begins in ancient times. Egyptian, Babylonian, Greek and Roman cultures are surprising with the high rates of development of advertising information. It was expressed in written, visual and verbal form. Even at that time, the ancient entrepreneurs in the person of slave traders set themselves the goal of persuading a potential consumer to their side, grabbing his attention and forcing him to make a profitable deal for them. The first advertising information of the ancient world was the Egyptian papyrus informing about the sale of a slave [2]. In addition, advertising text can be found on walls and slabs scrawled or painted with paint. In Greece and Rome BC. All advertising messages were written on special tablets, later on parchment. On the market squares, various announcements were often read in the presence of a large crowd of people.

But the most global stage in the history of advertising began only after the advent of the printing press and the massive appearance of books. In 1450 Gutenberg created the world's first printing press. This was the beginning of a new era of advertising.

In the Soviet era, there was no such form of advertising at all, according to researchers, there were only placards with slogans in support of the party and socialism. The topic of advertising can be considered as a new topic that remained unchanged until the nineties. It was not until the 1990s that special attention was paid to advertising. The process of development of Kazakhstan in the market-economic relations requires a comprehensive approach to advertising. Nowadays in independent Kazakhstan are businesses developing thanks to advertising.

Advertising is associated with almost all areas of the industry, from medicine to linguistics [3]. How is linguistics and advertising related? Advertising text! Advertising text is based on suggestion. Its action should be immediate, it is focused on instant reading. It can be considered a separate art form with a number of features and rules [4]. As everyone knows, advertising text is a special type of business text, the purpose of which is to attract attention, inform and influence the conscious of people. It is used to sell a product, to convince a potential buyer that he needs a product or service. Thus, every word that is used in advertising must be informative, artistic and cost-effective. The language of advertising is the verbal means through which the content of the advertising text is transmitted. The main rule of the advertising language is that the minimum of the text contains the maximum of meaning. In other words, a simple and accessible text without jargon and slang, the language of advertising should be a refined language of conversation. To create a high-quality advertising text, the advertiser should pay close attention to those language tools that will draw attention to the product and help to sell it. The advertising language has some morphological features. For example, with the help of nouns, an advertiser can convey information in a concise and accessible way, but to make advertising brighter and more expressive, the authors, of course, resort to the use of adjectives and adverbs. Pronouns can often be found, since the style of speech of advertising is colloquial. Stylistic techniques are diverse, if it's necessary to express strong expression, it is rational to use phraseological phrases. Epithets have found wide application in the language of advertising, as well as hyperbole, metaphor, comparison, personification, alliteration and etc. Different parts of speech are used in the language of advertising. Imperatives encourage potential customers to show interest, make them buy a product or service, for example: "THINK DIFFERENT" [5]. The slogan "Think different" began to appear in all Apple advertising, although at that time the brand did not release innovative products. But suddenly, people began to realize that Apple products were not just computers, they were powerful and easy to use. This made any user feel like a tech-savvy connoisseur of innovation. This is the way how important the language of advertising is. In the following table is shown sample examples of what kind of tropes can be used in the heart of an advertising text-slogan (Table 1.).

Table 1. Expressive means in company slogans

Tropes:	Function:	Company:	Slogan:
Alliteration	repetition of identical or similar consonants	ODEON	<u>First for films</u>

Assonance	repetition of vowels	TESCO	<u>Every little helps</u>
Metaphor	Can directly refers to one thing by mentioning another	The Coca-Cola	Taste the feeling

Choosing the right word for the slogan is always difficult, because people often associate it with different meanings. In the first column- alliteration (the repetition of the sound “f”- “first for films”) helps the customer remember the slogan. This emphasizes that the last film will be shown first. In the second- assonance (the repetition of “e” sound- “Every little helps”) increases the poetic effect of the slogan. The author of the advertising text uses the slogan like “taste the feeling”, it implements the metaphorical principle.

In recent years, digitalization and advertising have been developing in Kazakhstan, and therefore the economic side of the country is growing significantly. A truly interesting advertising text is one that not only flows in a measured way, delivers real satisfaction from reading, but also constantly tells people something that they do not know, but which they still believe. There is tremendous value in an ad text that can surprise, but on condition that it always sounds sincere. Are there such advertisements in Kazakhstan? There is an advantage in Kazakhstani developing companies in which the promised slogan matches the services. Considering some companies, it should be mentioned that they are in the top of the most successful breakthroughs in their business, not only in the country, but also outside the borders of which has been going on since the last century. There are also new brands that have become popular in a short time. The most famous companies in Kazakhstan today are: 1. Kaspi bank; 2. Rakhat; Technodom;

Company which quickly became popular is: 1. Qazaq Republic;

They have become popular due to great ad text and good service plus quality products. It goes without saying that the slogan is part of the success of domestic companies, which should be analyzed.

Analysis (Table 2.)

Table 1. Companies and their slogans

№	Company:	Slogan:
1	Kaspi Bank	Eń durysy Kaspi KZ arqyly
2	Rakhat Company	Bizben birge táttirek
3	Technodom	Bári de sizder úshin
4	Qazaq Republic-1465	Jańa aidentika

1. *Kaspi Bank* - The name of the company reminds of something familiar to those living in Kazakhstan. Because, after several years of its creation, the company was called Caspian Bank, which says that the company is named after the Caspian Sea (part of which is located in the city of Aktau). Then it was renamed into Kaspi Bank. It's a lexical unit, a shortening form which comes from the word Caspian. As for the company's slogan, it sounds like this at the end of the commercials: “Eń

durysy Kaspi KZ arqyly” (kz). In this slogan words “durysy” and “arqyly” are rhymed in a line of the sentence in this slogan. Somehow the rhyme helps to enhance the expressiveness of the advertising text and makes it easier to remember. In fact, this slogan conveys the message that the services are very affordable and easy to use, which turns out to be true. The slogan also has a repetition of the vowel "y", which indicates the presence of assonance to make ad text more poetic or lyrical.

2. *Rakhat company*. Rakhat is one of the largest confectionery manufacturers in Kazakhstan, founded in 1942. The name of the company "Rakhat" in translation from Kazakh means "pleasure", in other words, having tasted sweets, a person becomes happier and gets a dose of pleasure. "Bizben birge táttirek". The presence of alliteration (the repetition of the consonant “b”) and assonance (the repetition of the vowel “i”) in the slogan make the sentence sound more expressive and optimistic. But the customers are interested in comparing the products of other companies with this in his mind, and eventually buys. Because it is oriented in such a way that it increases its status among the rest, using the comparative adjective “táttirek” (sweeter) in the slogan.

3. *Technodom*. It is the leading national chain of stores for electrical and computer equipment, the largest one in Kazakhstan. The word "Technodom" is a complex word consisting of two roots of the nouns "techno" (abbreviated from the word technique, which means a generalized name for complex devices, mechanisms, systems) and “dom” (translation to English “house”- it is a place where a family or a person lives). The two words together mean “the place where the “techno” lives” or “the house in which there is the techno”, since the concept of “dom” itself, according to cognitive linguistics, most often evokes associations like comfort, warmth and family, which inspires a kind of confidence in buyers. In the company's slogan “Bári de sizder úshin” there is an assonance in the vowel sound “i”, the preposition "de" with the plural suffix of the next word "der" creates a specific rhythm in the text, that makes business better. From a semantic point of view, the entire text shows caring and love towards the customer. That is translating the slogan itself from Kazakh into English, it will mean “doing everything with love”.

4. *Qazaq Republic-1465*. This is a Kazakh clothing brand that has become popular among young people on the Internet immediately after its creation to this day. The brand includes sweatshirts, caps, T-shirts with Kazakh inscriptions according to the new system - in Latin. The name of the brand “Qazaq Republic- 1465” itself translates as "Kazakh Republic" but not Kazakhstan. The numbers 1465 mean more than people might think. The thing is that the name of the brand returns to the history of the beginning of the Kazakh Khanate. And the slogan “Jańa aidentika” (the translation to English language-modern identity) shows the following grammatical units; “jańa” as an adjective and “aidentika” as a noun as well as a trope in the function of barbarism. In fact, style is synonymous with identity. In other words, it is “Modern style”, style in a broad sense. So, the message says that the introduction of a new era in society, the Kazakh people must also step into a new stage of their development, not forgetting about history. The reason for the

popularity among young people proves that they support that ideology to develop themselves and take the country on a new path.

In conclusion, the purpose of advertising is to change the public outlook. This goal is achieved through the use of advertising compilation rules and methods. These rules are aimed at influencing the reader on a subconscious level, since some techniques, such as positioning the image and headline in a certain place, are memorized in the mind of the customer before he realizes the meaning of the advertisement. The language of advertising certainly plays a big role in people's lives. Advertising helps manufacturers maintain a stable economy in their factories. With the help of advertising, there is a constant turnover. No wonder they say: "Advertising is the engine of progress."

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ЖАРНАМА ТІЛІ ЖӘНЕ ОТАНДЫҚ КОМПАНИЯЛАРДА ҚОЛДАНЫЛАТЫН ЖАРНАМА СЛОГАНДАРЫНА ДИСКУРСИВТІ ТАЛДАУ

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Андатпа. Мақала жарнама мәтінінің тұжырымдамасы, оның ерекшеліктері, функциялары мен 21 ғасырдағы отандық өндірушілер шеңберіндегі жарнама мәтінінің дискурсивті талдауына арналған. Оларға лексикалық және морфологиялық ерекшеліктерімен сипатталатын слогандар (ұрандар), сонымен қатар, стилистикалық ерекшеліктері де кіреді. Зерттеу жұмыс барысында жарнама мәтінінде шешуші рөл атқаратын элементтер талданады. Жақсы қалыптасқан жарнамалық мәтінді жасау Отанымыз гүлденуінің негізгі көздерінің бірі болып табылады.

Тірек сөздер: жарнама, мәтін, дискурсивті талдау, лексикалық бірліктер, Қазақстан, жарнама, слоган, стилистикалық қолданыс, морфологиялық құрылым.

ЯЗЫК РЕКЛАМЫ И ДИСКУРС-АНАЛИЗ СЛОГАНОВ ОТЕЧЕСТВЕННЫХ КОМПАНИЙ

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Аннотация. Статья посвящена особенностям рекламного текста, так как разработка грамотно составленного рекламного текста представляет собой один из источников, способных привести к процветанию Родины. В ходе исследования проведен дискурс-анализ рекламных текстов отечественных товаропроизводителей XXI века, их эмоционально-экспрессивных слоганов (лозунгов). Рассмотрены стилистические приемы, лексические и морфологические особенности, а также элементы, играющие ключевую роль в рекламном тексте.

Ключевые слова: реклама, текст, слоган, дискурс-анализ, лексические единицы, стилистические приемы, Казахстан.

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