

Қазақстан Республикасы Мәдениет және ақпарат министрлігі
«Қазақ газеттері» жауапкершілігі шектеулі серіктестігі

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әл-Фараби атындағы Қазақ ұлттық университеті
Журналистика факультеті



«Қазақстан қоғамындағы ақпараттық процестер:
PR, БАҚ менеджменті және маркетингі»

«Қазақ газеттері» ЖШС-ның 10 жылдығына арналған
халықаралық ғылыми-практикалық конференция материалдары



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ADVERTISING AS AN INTEGRAL PART OF BUSINESS

It is well-known that advertising is a form of communication that attempts to persuade potential customers to purchase or to consume more of a particular brand of product or service. Thus, advertising is simply another of persuasion.

The formation of modern advertising was intimately bound up with the emergence of new forms of monopoly capitalism around the end of the 19th and beginning of the 20th century as one element in corporate strategies to create, organize and where possible control markets, especially for mass produced consumer goods. Mass production necessitated mass consumption, and this in turn required a certain homogenization of consumer tastes for final products. At its limit, this involved seeking to create 'world cultural convergence', to homogenize consumer tastes and engineer a convergence of lifestyle, culture and behaviours among consumer segments across the world.

Many advertisements are designed to generate increased consumption of those products and services through the creation and reinvention of the "brand image". For these purposes, advertisements sometimes embed their persuasive message with factual information. An advertisement contains an informative message. Advertisements inform target groups (consumers) about new products. Advertisements brighten their lives with their music and colour and these ads come up to their long-awaited expectations and realize their secret dreams. For example, when consumers see the advertisement showing the pretty girl in the new car or the smiling mothers holding a branded packet of washing powder, it is the message that if they buy the product, they also achieve success and happiness and realize their dreams and ambitions. Moreover, advertising is inescapable since advertising is everywhere. Giant street hoardings and catchy jingles on television 'attack' them from all sides. Advertisements, nowadays, have become part of their everyday lives.

The point of any advertising is to focus on the ultimate purposes:

- to create brands
- to position products
- to reach the right target groups
- to persuade consumers to buy products

Advertising is based upon the classical *AIDA* model from the 1920s. What is *AIDA* model? What do these four letters stand for?

- A stands for Attention. Advertisements must attract attention.
- I stands for Interest. Advertisements must get people interested.
- D stands for Desire. Advertisements must create desire to have this product.
- A stands for Action. Advertisements must motivate people to actions to buy this product.

Any advertising needs to include these four points in order to reach its end-users.

Today's marketing place is highly competitive; it is flooded with almost identical products, at least from the consumer's point of view. Thus, in order to persuade customers to buy their products rather than their competitors', companies have to differentiate, that is to say, to create and communicate the difference which makes their product the better choice. They need differentiators (to create brands, of course,) so consumers could recognize their product. And these differentiators are called *USPs: Unique Selling Propositions (or Points)* which need to be pointed out through advertising. Advertising acts here as a powerful weapon to reach the right target groups.

There are four main types of advertising: media, covert advertising, television commercials and celebrities.

Media

Commercial advertising media can include wall paintings, billboards, street furniture components, printed flyers and radio, cinema and television adverts, mobile telephone screens, shopping carts, web popups, skywriting bus stop benches, human billboards, magazines, newspapers, sides of buses, banners attached to or sides of airplanes (logojets), in-flight advertisements on seatback tray tables, taxicab doors, musical stage shows, subway platforms and trains, elastic bands on disposable diapers, stickers on apples in supermarkets, shopping cart handles (grabvertising), posters, and the backs of event tickets and supermarket receipts. Any place an "identified" sponsor pays to deliver their message through a medium is advertising.

Covert advertising

Covert advertising is when a product or brand is embedded in entertainment and media. For example, in a film, the main character can use an item or other of a definite brand.

Television commercials

The TV commercial is generally considered the most effective mass-market advertising format, as is reflected by the high prices TV networks charge for commercial airtime during popular TV events.

Celebrities

This type of advertising focuses upon using celebrity power, fame, money, popularity to gain recognition for their products and promote specific stores or products. Advertisers often advertise their products, for example, when celebrities share their favourite products or wear clothes by specific brands or designers. Celebrities are often involved in advertising campaigns such as television or print adverts to advertise specific or general products.

What is the most important thing about advertising in order to sell the product or service? First of all, it is creating a company's brand. Successfully created brands are a guarantee for a successful business, to begin with. All the companies have created their advertising slogans which they are not willing to change; they have become their easily recognized brands. Popular ad slogans have proved to be so successful that they have become part of our culture. We associate the famed slogans with various brands and products. The most famous and well-known advertising slogans are familiar as they are humorous and funny ad slogans. For example: "Beanz Meanz Heinz" and who can forget the legendary slogan "Put a Tiger in Your Tank".

The point of any advertising is to focus on the ultimate purpose: to lure customers to buy their products. For example, the Sprite Corporation wants us to know that we can quench our thirst by 'obeying our basic instinct, our thirst'. The Shell Oil Corporation earnestly believes (and so wants us to believe as well) that the corporation is as hard and reliable as a shell (perhaps, a seashell or a shell of a tortoise or something else). However, no matter how strange or ridiculous these catchy phrases and jingles might be, we should admit that some of these ad spots are pretty clever, and often funny or rather memorable.

Most of the time the language used in advertising is simple and short without following the traditional grammar rules, like that of the newspaper headlines. In order to make their captions more attractive, different kinds of figures of speech as metaphors, rhymes, associations and repetitions, puns are widely used in advertising.

Most of texts of advertising slogans are based upon possible associations using various metaphors and exaggerations to make their ads easily recognized and memorable.

For example:

- "The Citi never sleeps" (Citibank)
- "Take the Nestea plunge. Plunge into the refreshment of Nestea!" (Nestea)
- "Put a tiger in your tank." (Esso/Exxon)
- "Say it with flowers." (Interflora)
- "When your shoes shine, so do you." (Kiwi Shoe Polish)
- "Do you have the bunny inside?" (Energizer)
- "He keeps going and going and going." (Energizer Batteries)
- "Refreshes the parts other beers cannot reach." (Heincken)

More often than not, rhymes and repetitions are often used in slogans: For example:

- "Plop, plop, fizz, fizz, oh what a relief it is." (Alka Seltzer)

- "Maybe she's born with it - maybe it's *Maybelline*." (Maybelline)
- "Why Take *Less* When Pepsi's Best." (Pepsi)
- "You'll wonder where the yellow *went* when you brush your teeth with Pepsodent." (Pepsodent)
- "Sugar Pops are *Tops!*" (Sugar Pops Cereal)
- "Cats like *Felix like Felix*." (Felix)
- "I am what I am." (Reebok)

In many slogans advertisers attempt to 'exploit' well-known phrases, old proverbs and sayings.

- (Pabst Brewing Co.) "All that glitters is not Pabst." (derived from the proverb: "All that glitters is not gold.")
- (Samsung) "Digitally yours" (derived from a letter: "Sincerely yours")
- (Puffs) "A nose in need, *deserves Puffs* indeed." (derived from the proverb: "A friend in need is a friend indeed.")
- (Morton Salt) "When *it* rains, *it* pours." (derived from the proverb: "It never rains but pours.")

In order to lure the customers, advertisers use a lot of puns in their ads. A pun is a humorous use of a word or phrase which has two meanings or of two words or phrases which look or sound similar. Puns are used in many forms of advertising because they catch the eye and amuse. Here are a few examples with puns given below.

| Type of advertising | Advertising | Meanings | |
|---|---|---|----------------------------------|
| Advertisement for a jeweller's shop | <u>WHEN YOU DECIDE TO GIVE HER A RING, GIVE US A RING</u> | 'to give a wedding or engagement ring' | 'to telephone' |
| Advertisement for a slimming course | <u>FOR A FEW POUNDS YOU CAN LOSE A FEW(POUNDS)</u> | 'a piece of money unit in the UK' | 'a measure of weight in the UK' |
| Advertisement for a new bed | <u>HAVE YOU THOUGHT ABOUT BUYING OUR NEW BED? SLEEP ON IT</u> | 'lie on it' | 'think about it' |
| Restaurant advertisement | <u>WE'LL GIVE YOU FOOD FOR THOUGHT</u> | 'something to eat' | 'something worth thinking about' |
| Advertisement for men's ties | <u>CHRISTMAS IS A TIME TO THINK OF FAMILY TIES. BUY OURS.</u> | 'a piece of clothing worn round a neck' | 'connections and loyalties' |
| Advertisement for a brand of glue | <u>TRY OUR GLUE ONCE AND YOU'LL ALWAYS STICK WITH US.</u> | 'get stuck using our glue' | 'remain our loyal customers' |
| Bank advertisement to attract new customers | <u>WE OFFER YOU A GOOD DEAL</u> | 'a good business transaction' | 'a lot of things' |
| Title of the financial section of a newspaper | <u>MONEY MATTERS</u> | 'money topics' | 'money is very important' |
| Perfume advertisement | <u>NEXT TIME YOU WANT TO BE</u> | 'produce perfume' | 'the word scents is' |

| | | | |
|---|---|--|---|
| | <i>AT YOUR BEST FOR A SPECIAL OCCASION, CONSIDER BUYING A PRODUCT OF THE AROMATA COMPANY. IT MAKES SCENTS</i> | | <i>pronounced like <u>sense</u> and the phrase <u>to make sense</u> means <u>to have an important meaning</u> '</i> |
| Carpet shop advertisement | <i>WE'LL GIVE YOU RED-CARPET TREATMENT (OR BLUE, OR GREEN, OR BROWN, OR YELLOW...)</i> | <i>'medical cure'</i> | <i>'special service and welcome'</i> |
| Advertisement for The <i>Mirror</i> newspaper | <i><u>YOUR VIEWS ARE REFLECTED IN THE MIRROR</u></i> | <i>The word <u>view</u> means <u>image</u> The whole text is translated here as: 'You can see your reflection in the mirror'</i> | <i>The word <u>view</u> means <u>opinions</u> The whole text is translated here as: 'You may find your opinions expressed in the <i>Mirror</i> newspaper'</i> |

So, as you see from the examples given above, advertisers exploit all the ways and methods to sell their products using various wordplays.

Many firms and shops choose a short name which attracts attention, is easy to remember and immediately identifies the service being offered. This name is often spelt in a kind of simple phonetic spelling (violating all the spelling rules, of course,) to make it even more unique and memorable.

Below are given the real names of fourteen British firms or shops:

- | | |
|---------------------|-------------------------|
| 1) SHUSELLA | shoe shop |
| 2) KEEP-A-KREASE | dry cleaners |
| 3) SUPASNAPS | photo processing shop |
| 4) KWICK KOPY | photo-copying firm |
| 5) KWALITY FASHIONS | women's clothes shop |
| 6) KUMFY KIDDY WEAR | children's clothes shop |
| 7) HANDICARS | taxi firm |
| 8) MR KLEEN | dry cleaners |
| 9) SNAX | snack bar |
| 10) MOTOR KARE | garage and repair shop |
| 11) LOOKRITE | hairdressers |
| 12) FLITE CENTRE | travel agency |
| 13) U-DRIVE | car-hire firm |
| 14) LITE BITE | snack bar |

Products are often named in the same way as the businesses above.

- | | |
|--------------|-----------------------------------|
| 1) KLEENOFF | cleaning fluids |
| 2) KATTOMEAT | pet food |
| 3) ANSAFONE | telephone answering machines |
| 4) SUPALOK | strong glue |
| 5) RESTRITE | beds |
| 6) KARRIMOR | rucksacks |
| 7) INSTAFLOW | bathroom equipment |
| 8) ANSADOR | video and audio home entry system |

So advertising is an integral part of any business and on no account should it be ignored. And I assure

you that there are innumerable ways of creating new breakthrough ads to outline the USPs of the product and to position the company's brand. As the Chinese philosopher Confucius once said, 'A journey of thousand miles starts with a single step.'

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ПОЛИТИЧЕСКИЕ ОРИЕНТАЦИИ МОЛОДЕЖИ УЗБЕКИСТАНА

Проблемы положения молодежи в современном мире занимают особое место в исследовании социальных проблем человека. Это обусловлено, во-первых, тем, что молодежь составляет огромный процент населения земного шара. Причем, данная категория людей составляет ныне 18% населения нашей планеты. Если к этой цифре прибавить количество детей до 15 лет, которое составляет 30% населения, то получится, что молодое поколение составляет почти половину населения мира. Организацией Объединенных Наций молодежь определяется как поколение людей в возрасте от 15 до 24 лет /1/. Вместе с тем, во многих странах существуют собственные критерии определения возраста молодых людей. В Узбекистане группа молодежи охватывает людей от 15 до 30 лет /2/.

Во-вторых, молодежный возраст открывает большие возможности для становления духовно богатой, нравственно развитой, самостоятельно и творчески мыслящей, политически подкованной личности.

Как показывают социологические исследования, молодежь Узбекистана сегодня, социально активная, перспективная часть населения, желающая обеспечить реализацию своих интересов в направлении модернизации общества. Она объединяется в группы интересов самых различных направлений. В условиях модернизации общества, особенно в сфере политических реформ, она становится надежной частью электората в процессе принятия политических решений, активно участвует в разработке политических программ, имеющих прямое отношение к настоящему и будущему жизни общества.

Что такое политика для молодежи? Это то, с помощью чего она должна решать задачи, стоящие перед ней. Эта позиция является ключевой. Нельзя на сегодня быть в стороне от политики. Есть даже такое изречение: если ты не будешь заниматься политикой, то политика займется тобой. Политика – это один из инструментов, который обеспечивает интересы граждан.

Процесс социализации личности, приобщение ее в дела общества, процесс сложный. Здесь нужны не только политические знания, опыт, но и правильная жизненная позиция, определяющая ориентации личности, нужна особая форма работы в рамках той или иной организации.

Важное значение в разъяснении осуществляемых в обществе реформ имеет организация молодежи. Конституционные права молодых людей закреплены Законом «Об основах государственной молодежной политики Республики Узбекистан» (1991). Созданный фонд молодежи «Камолот» (1996) и в последствии переименованный (2001) в «Общественное - движение молодежи Узбекистана» (ОДМ), выступает в поддержку политических устремлений, интеллектуальных способностей, творческого потенциала молодых людей. «Камолот» оказывает содействие в решении социальных проблем молодежи, прежде всего ее, жизненных приоритетов, вопросов трудоустройства, обучения, предпринимательской деятельности. В