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EXPRESSIVE MEANS IN ADVERTISING TOURISM INDUSTRY

Recently it is impossible to imagine a successful business development without so-called «engine of progress» - advertising. Advertising, as a form of mass communication is linked to the development of socio-economic relations. The dynamic changes in the economic, political and social life of the Republic of Kazakhstan have identified significant changes in the language of our society, among which undoubtedly is the developing of the advertising text language.

The introduction of market relations in Kazakhstan society, involving the formation of competition, has led to increasing of advertising. At the tourist market, including hotels and restaurants, many companies could hardly be distinguished from each other. However, you cannot appreciate them without spending money once on their «tasting». It is the «first invitation» that is so decisive in the hospitality industry. In this context, it is difficult to overestimate the relevance of the issue in question.

The purpose of this paper is to study linguistic characteristics of advertising functioning in the society and analyze the basic expressive means in the advertising slogans in the field of tourism services.

To achieve this goal the following tasks are set:

1. To reveal the essence of the concept of «advertising» and analyze the expressive means used in current advertising industry.

2. To identify the most widely used expressive means in advertisements.

3. To identify the most attractive and memorable to consumers texts of advertisements.

Consideration of an advertising text as a pragmatic, communicative process defined research methods: descriptive, lexicographical, critical analysis, the method of statistical analysis.

One of the first means of disseminating information and advertising in the ancient states of the world was so-called Institute of heralds, which transferred verbal information, including advertising. In the form of a text, advertising starts to come up with the invention of writing machine Johannes Gutenberg. It is this step that can be considered the beginning of wide distribution of advertising worldwide [1].

Currently, advertising is served not only by means of leaflets, printed text, but with the help of banners, billboards, television, Internet and other means of mass media, which have led to the emergence of many types of advertising and its functions.

Based on the economic, social and psychological approaches of researchers to the concept of advertising it can be defined as follows: advertising is an open notification of potential buyers about the qualities to create popularity, as well as the change in consumer's behavior on the basis of an attractive image of competence and authority [2; 3; 4].

Grounded on the functional tasks of advertising, there are four universal functions:

1. The economic function.

2. The social function.

3. The marketing function.

4. Communication function.

To enhance an advertising text, expressive (expressive - art and language) means are used. In this paper, based on the goals and objectives, we are going to analyze stylistic means having influence on cognition of consumers. We have chosen such stylistic means as allegory, metonymy, metaphor, paraphrasing, impersonation, nominative topic, parcelling, hyperbole, comparison. These stylistic devices are the most commonly and effectively used in advertising tourism industry.

Allegory is the embodiment of the phenomenon, as well as speculative ideas in a visual manner. Allegory is often used in advertising to enhance the image. An example would be the advertisement of a vegetarian restaurant Hiltl, which depicts two animals: chicken and fox sitting next to each other. Use of this allegory image shows that all the animals are equal. Therefore, eating meat of domestic and wild animals is equally bad. Allegory is also used in the advertising slogan: «It's never too late to become a vegetarian». Let us see the advertisement of the hotel B & B. On the advertising there displayed a bed, laid in such a way as to be similar to a sandwich, which means breakfast. Thus, allegory is felt in the sandwich itself, which is made in the form of a bed and in the imaginative reference to breakfast.

Nominative threads is a figure of speech when in the first place is put the word, which defines the topic, and then this topic is covered. Its function is to call a special interest to the subject of the utterance. Nominative threads are used in advertising to attract special attention, focusing on some word that stands out in large letters / different font / color. Let us consider the slogan of the restaurant «Carine» - «mmm ... foiegras.» Both words are written in different fonts, drawing attention to each other, but in reality both are the subject of subsequent words for the name and address of the restaurant, revealing where you can eat and say «mmm ... foiegras.»

Parcelling is an intentional separation into semantically meaningful segments. Parcelling is the most common means of expression in advertising on billboards and leaflets, since parcelling is the most relevant way to convey advantages of services. A striking example of parcelling is advertising the hotel «Clarion Hotel» Las Vegas. Advertisement is the depiction of the hotel itself, with its numbers. Parcellation, used in the text, consists of short sentences separated by markers. Thus parcelling in this advertisement makes it possible to find out information about the object in small portions. Let us look at the advertisement of the restaurant «Chicago». Here, as in the previous example, advertisement pictures the interior of the restaurant, and its name is written by means of short sentences, such as «good food», «live personnel», and «the unique atmosphere» is given a description of the restaurant.

Hyperbole is a deliberate increase in order to enhance the expressiveness. An example of using this tool is advertising of travel agencies Ethan. There is no trivial pictures, or a list of popular places, it does not attract the beach. This ad shows exaggerated experience, things, souvenirs, impressions, which can be taken home after the trip. This experience and souvenirs are displayed through things on the old car. Such baggage does not simply does

not fit in the car because it is too big. Such exaggeration always attracts the attention of potential customers of the travel agency.

Simile (comparison) as a stylistic device is used in a business text as texts and images comparison. For example, the Russian restaurant Ruff advertises. In this case, we see a comparison of two slogans of the advertisement: «Comfortably as at home» and «Delicious as at a party» It is noticeable that to enhance the comparison of the proposals is often used conjunction «as». This tool can be realized through the image, as in the advertisement of travel agencies. There are pictures of a pyramid, jungle, sea, sand and asphalt road. Thus, the idea that the tourist firm provides vouchers to any country is effectively imagined.

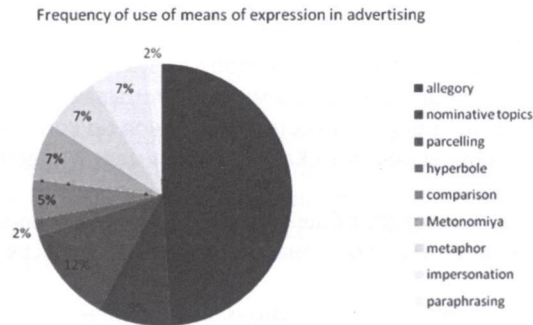
Metonymy (from the Greek. *Metōnymía*- a change of the name) is the use of figurative meanings of words, figures, based on the replacement of the direct object names on contiguity. The example of this stylistic device is the advertisement of the hotel Melia. In this image we see an advertising maid holding a pillow in one hand and a fan with which she is dancing in the other. Thus, by using a fan and pillows is presented a passion of the maid to her work. This is also confirmed by the advertising slogan: «Passion. is in everything we do.» Metonymy is an effective technique because such a transfer of the meanings of words and images has a positive effect on cognition to remember for a long time.

Metaphor is a comparison with the figurative meaning. The travel agency, created the slogan «Relax with taste», associated with the image of the globe, rolling in a delicious orange. Here is an image of an image of pleasure, obtaining from the rest.

Personification as attribution of properties and characters of animate objects to inanimate ones, is often used in advertising to provide representations about its services. For example, a travel agency «Sea Sun» ran an ad with a picture of the eye, in which the iris allegorizes the planet Earth. In the slogan: «to see the world with my own eyes,» we see the transfer of the whole world to a person. The slogan contains the value transfer all over the world to rights. Increasing of its meaning by graphic expressive means produces a huge effect.

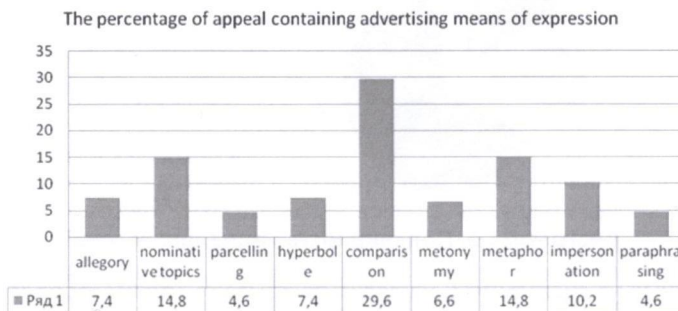
Paraphrase is used to express the meaning of the writer using different words, especially to achieve greater clarity. This is clearly shown in the advertisement of the hotel «Albert». On one side there is a written text, offering room for half the price, on the other side – half of the shirt that not less efficiently conveys a sense of the ad. text

The analysis shows that above-mentioned expressive means are often used in advertising. In order to reveal the most frequently used expressive means in advertisements we have examined 258 texts, containing expressive means in hospitality (Pie chart).



As seen from this chart, the most frequently used technique is allegory (49%), the parcelling (12%). This suggests that these expressive devices have the most popularity in the advertising industry.

We interviewed individuals to identify the most attractive expressive means to consumers. A survey was conducted in order to identify the most attractive texts in advertisements for people. The survey involved 216 persons. Each of them has been shown two examples of advertising on every expressive means, of which there are 10. The results of the survey are presented below in the form of a bar chart.



Thus, the most memorable and effective expressive means in advertising are similes (comparisons) (%).

Therefore, we see the disparity between the expressive means, which are often used by advertisers and those, which are liked by modern consumers. This can be reasoned by the reality of fleeting and dynamic world. People

feel easier to remember and reflect information on the basis of texts, supported by expressive means and graphics.

The results indicate the change in perceptions and preferences of a modern consumer that should be taken into account in future development of advertising.

As a result of investigation the following conclusion has been made:

1. The advertising text includes a number of components, such as style, background information, a way of presenting information, the target audience that could be adequately perceived by a consumer in their harmonious combination.

2. In advertising texts are widely used allegory, metaphor, simile, hyperbole, parcelling, metonymy, paraphrase, impersonation. At the same time, there exist the discrepancy between the types of expressive means used by advertisers to influence the individuals' cognition, and what is more preferable to consumers.

3. It has been revealed that the most frequently used by advertisers expressive means are allegory and parcelling, whereas the most liked and memorable advertisements among consumers are similes and metaphors. Thus, in the preparation of advertisements the changed tastes and preferences of consumers in the field of text advertising should be taken into consideration by Advertising Tourism Industry.

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