

VI "Мәдениеттер тоғысындағы тіл,  
әдебиет, аударма және журналистика  
мәселелері" атты халықаралық  
ғылыми-практикалық конференция

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VI Халықаралық конференция

сипаты	184
11. Насырова Ә., Муратова А. - Медициналық терминдердің жасалу жолдары	188
12. Жұматаева С. МА - «Елу», «алпыс», «жетпіс», «сексен», «тоқсан» сөздерінің этимологиясы және осы сөздермен қалыптасқан тұрақты тіркестер	193
13. Фазылжанова А. - Казахская лингвистика: проблемы, тенденции и перспективы развития	197
14. Шахина С. - Кәсіби мәтіндерді түзу және тіл ұстарту жұмыстарын түрлендіріп оқыту мәселелері	204
15. Омарова Б. - Сілтеу есімдігі қатысты етістікті сөз тіркестері	211
16. Омарова Б. - Кәсіби бағдарлы қазақ тілін оқытуда іскерлік ойындарды пайдалану	216
17. Ахметбек Г. - «Қазақ және қытай ғаламтор тіліндегі жаңа үрдістер»	220
18. Аманбаева А. - М.Мақатаев өлеңдеріндегі ұйқас түрлерінің интонациялық ерекшеліктері	224
19. Қаршығаева А. - Жалаң және құранды дауыстылардың артикуляциялық моделі	229
20. Soltanbeckova G., Mussina M. - Means of expression in the advertising text	234
21. Хасен Б. - Кейбір алтай тілдерінің сөзжасам жүйесіндегі ортақтық	240
22. Өтем ісова Г. - Көнерген аталым дардың қайта жаңғыруы	249
23. Гайнуллина Н. - О художественных элементах в деловой письменности Петровской эпохи	254
24. Нұрманова Г. - Тыңдалым материалдарын сұрыптау жолдары	261
25. Турарова Қ. - Тілді үйренудегі лингводидактикалық тестілердің негізі мақсаты	264
26. Акимбекова Г. - Қазіргі жастардың сөйлеу тіліндегі жарымжан сөздер	270
27. Дүйсебекова Ж. - Қазақ және түрік тілдеріндегі антропонимдердің ерекшеліктері	274

**III секция- МӘДЕНИЕТТЕР ТОҒЫСЫНДАҒЫ ӘДЕБИЕТТАНУ ҒЫЛЫМЫ:  
ӨТКЕНІ, БҮГІНІ, КЕЛЕШЕГІ**

1. Нуралиев А. - К вопросу казахско – таджикских литературных контактов	280
2. Әбдиманұлы Ө. - Ж. Аймауытов романдарындағы тәуелсіздік идеясы	285
3. Хұаң Ж. - Түбірлі мотив және туынды мотив қазақ ғашықтық эпостарының негізінде	297
4. Зинол Б., Қабіулы Ғ. - Мұхаммед Хайдар Дулатидің «Тарих-и Рашиди» және қазақ әдебиеті мәселелері	301
5. Чи Ш. - On Modern Transformation of Chinese Kazakh Literature in the 20th Century	306
6. Халид Х. - Научный сотрудник Института Литературы имени Низами НАН Азербайджана, писатель-исследователь. Поэма «Привет Гейдар-Бабе» М.Шахрияра в иракской туркменской литературе	307
7. Жеменей И., Жеменей А. - Мырза Хайдар Дулаттың «Тарих-и-Рашиди» енбегіндегі «қазақ» сөзінің әдеби, тарихи негіздері	315
8. Оспанқарыұлы Ә. - Қытайдағы қазақ әдеби сынының тарихын дәуірлеудің түйіндері	320
9. Дәрібайұлы С. - Егіншілік жөніндегі фольклор	327
10. Ысқақұлы С. - Таңжарықтың түрме тақырыбындағы толғаулары туралы	333
11. Айтбаева А. - Қазіргі қазақ романдарындағы әйелдердің психологиялық портреті	341
12. Жанбершиева Ұ. - Т.Ізтілеуұлының шығармаларындағы ұлттық және әдеби-мәдени байланыстар	346
13. Молотова Г. - Историзм пословиц-поговорок	350
14. Еркінбаев Ұ. Омар М. - Основы теоретической поэтики в «Теории словесности» А. Байтұрсынова	354
15. Ментебаева А. - Қазіргі проза үлгілерінің көркемдік ерекшелігі	366
16. Молотова Г., Молотова Э. - Роль перевода в развитии уйгурской литературы	371
17. Керімбекова Б. - Әдебиет сабағында поэзиялық шығармаларды оқытудың тиімді әдіс-тәсілдері	375
18. Тебегенова А. - Жамбыл Жабаевтың шығармашылық тұлғасы – суырып салмалық (импровизациялық) өнер күдіретінің көрінісі	380
19. Сапарбаева Қ. - Әбілда Тәжібаев естеліктеріндегі Мұхтар Әуезов бейнесі	386



## MEANS OF EXPRESSION IN THE ADVERTISING TEXT

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### Abstract

The role of advertising can be perceived quite differently across cultures. Analysts, therefore, are advised to approach advertisements with some understanding of expectations in a particular culture. Advertising is used by a company to increase the sales of its products or services or to promote a brand name. Advertising can also be used to communicate an idea or image. The manufacturer of the product which is analyzed here operates in two different national markets; therefore the company in its branding message faces contradicting forces of homogenization and divergence. International interdependence and international trade increase the importance of understanding and communicating effectively with people of other cultural backgrounds. The most popular strategies are those which are source-language-orientated, maintaining the source meaning in the target advertisement. When target language-orientated strategies are employed, translators have more freedom to create advertisements using rhetorical figures. The use of literal translation means to translate every word of an advertisement according to ST advertisement.

*Key words:* advertising; anaphora; repetition; rhyme; device; consumer; means; advertisement; adjectives; adverbs; value; metaphor; means of expression

### 1. Introduction

Advertisements carry the persuasive content to encourage receivers to read on and, hopefully, buy the product. Advertising is a form of social communication that represents a society's culture, as well as the values and norms associated with it. The role of advertising can be perceived quite differently across cultures. Analysts, therefore, are advised to approach advertisements with some understanding of expectations in a particular culture. Advertising is used by a company to increase the sales of its products or services or to promote a brand name. Advertising can also be used to communicate an idea or image. The aim of advertising is known, its purpose understood, its goal transparent and its techniques relatively predictable.

### 2. The source text.

2.1 Sound image of the advertising text is an essential component of its success among recipients. On the phonetic level creators of advertising texts often use different repetitions both sound and lexical:

1) **Alliteration** is the repetition of an initial consonant as given in the following example: *It helps the hurt stop hurting* (advertising antiseptic Bectine)

The main function of alliteration is to provide emphasis on a particular point and make them more memorable or fun to say aloud. In fact, this function is more often seen in these



advertisements and logos of companies when they want to spread and promote their brand, like *Wal-Mart, Best Buy, Borders Books, Coca-Cola, Chuckee Cheese's* etc. All these names are fun to say and also easy to remember.

*Anaphora* is stylistic technique associated with the repetition of related sounds, words or groups of words at the beginning of several consecutive sentences or verses to emphasize an image or a concept. The effect is to influence the person reading it. Anaphora in all its varieties is widely used in advertising headlines. The reason for this is that the first parts of heading remembered better and the use of anaphora further contributes to the process.

e.g. *Know music. Know the beat* (advertising of music news on the channel «CNN»).

Another example of anaphora is the advertisement for Sony Handy cam "*Choose Wisely. Choose Sony*". This ad tells consumers to choose their technology wisely, and if they do choose wisely, they should choose Sony. In this ad, the word "choose" which is repeated for emphasis works well. When the consumer thinks of Sony they will think "wise choice". It is a very simple ad but it gets the point across in a concise yet accurate manner.

### 3 Epiphora

The exact counterpart of anaphora is epiphora. This stylistic technique is formed on the basis of identical letters repetition, the same parts of speech, the same word or phrase at the end of sentences. Epiphora is rarely used in advertising headlines compared with anaphora. Below are some examples of epiphora which exhibit the repetitions in the last part of the successive clauses.

e.g. *Funny when this time comes around, the kids want to stay around.* (IBM)

e.g. *I'm a Pepper, he's a Pepper, she's a Pepper, we're a Pepper. Wouldn't you like to be a Pepper, too? Dr. Pepper.* (advertising jingle for Dr. Pepper soft drink.)

### 4 The phonemic repetition.

Phoneme repetition of the advertising slogan words is based on this method. That gives emotional coloring to slogan, making it bright.

e.g. *It gives you willing!!* (Red Bull)

5 Rhyme is quite popular way to design the English and Russian texts of advertising for any type of target audience. Rhyme is called a special type of regular sound repetition of syllables at the end of the words (Dobrosklonskaya. T., 2000).

This type of repetition is applied to sounds whereas other types apply to repetition of words. A rhyme in an advertisement can be easily recalled by the reader of the magazine. A rhyme will easily stick in someone's head so that when they think about purchasing, they have surpassed simple awareness of the product, they will be familiar with it.

e.g. *Borin' Roarin'* (the ad for Capri Sun Roar in ' Waters) demonstrates repetition in the form of rhyme. The ad uses a play on syllables that are shortened by eliminating the 'g'. By doing this the ad shows that bottled water is boring compared to the product with two simple words. This product is marketed towards children and this cute and simple rhyme is catchy and easy for kids to understand the point of the advertisement (Jessica Wesley ADV 493 Paper 2Fall 2006).



2.2 In Russian rhymed advertising texts, rhyming device is quite actively used to introduce foreign words. As a rule, they are the names of the product or service with a Russian word that has a similar sound, that is Gillette - no, Cola - fun, Pino - raspberries etc. Being manipulative techniques, such construction of the rhyming device is not only directed at the involuntary memory the utterance itself, but also at the name of the advertising product.

The most significant feature is the presence of advertising text verb combinations. According to H. Kaftandzhiev "verb adds life, excitement, movement, strength and power of thoughts" (Kaftandzhiev H., 1995)

If we consider the English-language advertising, there verb combination type "Buy this", "Discover that", "Try some today", "Don't forget", "Treat yourself" - are very common. For example:

*Let's make things better* (the company's slogan Philips)

*Come to where the flavor is* (company slogan Marlboro)

Studying English advertising texts shows that the most frequently used verbs in the imperative are as follows: Buy, try, ask, get, see, call, feel, taste, watch, smell, find, listen, drive, let, look, drink, do, discover, start, enjoy.

e.g. *Buy the car. Own the road.* (Pontiac Grand Am)

The imperative form of the verb is a powerful means of advertising text because it helps to encourage a potential buyer to buy the advertised product.

Interpreters of English-language advertising pay attention to the special nature of the use of personal and possessive pronouns in advertising texts. The persuasive tone of advertising appeal (which is also the word for the Russian advertising) often based on the successive application of the following communication model: "We, our" is referred to the advertiser. the personal and possessive pronouns "you, your" are used to refer to the potential customers and «they, their" in reference to possible competitors. This can be seen in such slogans as:

*You're the boss* (slogan of the chain of restaurants Burger King fast-service)

*We believe the more you do to protect your home, the more you should save.* (the slogan of 'Liberty Mutual' insurance company)

Attributive phrases are important in the syntagmatic figure as well as in Russian and English advertising texts. Since one of the most significant components of the advertising text is the description of the advertised product or service, attributive combinations including adverbs and adjectives bears the most functional load.

Advertising is repleted with the words: "more", "less", "better", "profitable", "best", "unique", "super". All these words are signals that the advertised brand in explicitly or implicitly applied in comparison with other brands of the same product category. According to J.K. Pirogov "This means that the comparison is not correct in the strict logical sense" (Pirogov J.K., 2000).



However, they are adjectives and adverbs that help to create unique tone of advertising appeal, which allows you to pass the quality and benefits of the advertised item. While translating into another language, this fact must be taken into account. For example,

*Life is Good (LG company slogan)*

In the process of translation of advertising texts, adjectives and adverbs are used to describe a wide variety of properties advertised product i.e. the shape, size, quality, value, feelings that the product causes. These adjectives are the most widely used in English advertising: *natural, sensual, innocent, passionate, romantic, mysterious, etc.* whereas in Russian, the most spread words are the following: *new, novelty, first, revolutionary, challenging, unusual, in spite of ordinary and etc.*

Adjectives and adverbs are used in advertising texts to convey emotional information and to attract potential customers and get them interested. This function of text advertising also implements metaphor.

Metaphor is a technique in which the characteristics of the object are transferred to one another on the basis of certain resemblance.

Metaphor not only forms representation of the object, but also provides a method and way of thinking about it. Promotional metaphors, which are usually apt, comprehensive, and memorable, influence consumer beliefs and affect (Ward and Gaidis 1990). Promotional metaphor is laconic, its purpose is figurative, expressive and it can name objects and phenomena. For example:

*Smart money knows where to go (CITIBANK)*

One of the most frequently encountered topics within the theoretical debate surrounding the advertising discourse is the use of metaphor, both at the textual and especially the visual level of advertising communication. Metaphor is frequently used in advertising as a way to enhance the perceived value of a product or to make it seem more personal. This technique is especially useful to communicate complex or abstract ideas. A metaphor, by the way, is like a simile, but more powerful.

eg. "Connecting People."

Nokia used this metaphor to convey the image of connecting people with their mobile phones instead of simply as a means of having a conversation.

Metaphor can also help to create a particular brand image. An advertising metaphor often combines a verbal phrase with a visual image to dramatize the effect. According to Gray, S.A., and Snyder, R. (1989): "Without metaphors, we cannot imagine. They are the engines of imagination."

Promotional metaphor enables understanding of some objects in terms of properties and other quality and aims to create original advertising image and the introduction of an estimated effect in the ad text (Maslov N.M., 1997).

eg. *Put a tiger in your tank (fuel Exxon)*

Special attention should be paid at comparisons that are presented in the advertising text widely. According to the researchers, incorrect from a logical point of comparison are surface manifestations of deep phenomenon - the manipulation of class comparison and comparison



parameters. Lack of any real distinctive product characteristics that distinguish it among competing products, forcing advertisers and translators seek specific rhetorical devices. These techniques allow you to update the destination in the minds of a class of such comparison and comparison parameters against which the advertised brand looks the most advantageous. For instance,

No battery is stronger, longer (company slogan Duracell).

2.5 a) By lexical expressive means of advertising text refers antithesis. It can be characterized as "the connection and comparison of opposing ideas, to achieve greater clarity of images or for a stronger expression of feelings and ideas" (Dobrosklonskaya. T., 2000). This stylistic device helps to achieve the effect of contrast and advertising text acquires more original sound, and the value is determined more accurately due to the juxtaposition of contrasting ideas in balanced phrases or clauses. The antithesis is often used in advertising headlines:

e.g. *Espace interieur maximum. Encombrement minimum* (PEUGEOT 106).

Antithesis works well in advertising because it is a good way to express ideas efficiently and memorably.

b) The basic grammatical means of emphasis of the advertising text is syntax. A promotional text can include the sentences with a neutral word order. However, it is much more commonly used emotional inversion, rhetorical questions and exclamations, parcelling, incomplete sentences, parallelism. Examples are given below.

Inspire me. Surprise me. AMD me (company slogan AMD).

It's Miller time! (Company slogan Miller)

Is it live, or is it Memorex? (Company slogan Memorex)

2.6 Stylistic means of expression include:

1) Idioms. This new and unexpected meaning of groups of words, each of which has its own significance. Commercial companies are intended to promote products, services and organizations, but, quite interestingly, they also provide us with an excellent opportunity to learn about different languages and cultures. Commercials tell stories, contain pictures, are short, and, most of the time, in their effort to be funny, use idioms.

Come alive with Pepsi (soda company Pepsi)

2) Quite a creative way to design the advertising text can be regarded as a pun. Visual puns in advertising can be great fun and could be an image that plays tricks in your mind. The pun is a device that often used in advertising. Play on words (pun intended) is a combination of words with each other, when revealed several meanings of one word, with values like playing with each other.

"For some the essence is to see, for others to see the essence" (beer Pilsner)

Maybe she's born with it,

Metaphor's Maybelline

The means of expression is used in advertising texts for comprehensive characterization of the product and at the same time to escalate emotional stress (Dobrosklonskaya. T., 2000).

Conclusion.

As advertisers are under increased pressure to make their products stand out so as to attract the attention of potential buyers, through the use of various means of expression, advertisers manipulate language so as to enable a reader of a particular ad to linger longer over it and ultimately buy the product. they are frequently quite successful in product promotion.

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