

ISSN 2518-1467 (Online),
ISSN 1991-3494 (Print)

ҚАЗАҚСТАН РЕСПУБЛИКАСЫ
ҰЛТТЫҚ ҒЫЛЫМ АКАДЕМИЯСЫНЫҢ

Х А Б А Р Ш Ы С Ы

ВЕСТНИК

НАЦИОНАЛЬНОЙ АКАДЕМИИ НАУК
РЕСПУБЛИКИ КАЗАХСТАН

THE BULLETIN

THE NATIONAL ACADEMY OF SCIENCES
OF THE REPUBLIC OF KAZAKHSTAN

PUBLISHED SINCE 1944

2

MARCH – APRIL 2021

ALMATY, NAS RK

NAS RK is pleased to announce that Bulletin of NAS RK scientific journal has been accepted for indexing in the Emerging Sources Citation Index, a new edition of Web of Science. Content in this index is under consideration by Clarivate Analytics to be accepted in the Science Citation Index Expanded, the Social Sciences Citation Index, and the Arts & Humanities Citation Index. The quality and depth of content Web of Science offers to researchers, authors, publishers, and institutions sets it apart from other research databases. The inclusion of Bulletin of NAS RK in the Emerging Sources Citation Index demonstrates our dedication to providing the most relevant and influential multidiscipline content to our community.

Қазақстан Республикасы Ұлттық ғылым академиясы "ҚР ҰҒА Хабаршысы" ғылыми журналының Web of Science-тің жаңаланған нұсқасы Emerging Sources Citation Index-те индекстелуге қабылданғанын хабарлайды. Бұл индекстелу барысында Clarivate Analytics компаниясы журналды одан әрі the Science Citation Index Expanded, the Social Sciences Citation Index және the Arts & Humanities Citation Index-ке қабылдау мәселесін қарастыруда. Web of Science зерттеушілер, авторлар, баспашылар мен мекемелерге контент тереңдігі мен сапасын ұсынады. ҚР ҰҒА Хабаршысының Emerging Sources Citation Index-ке енуі біздің қоғамдастық үшін ең өзекті және беделді мультидисциплинарлы контентке адалдығымызды білдіреді.

НАН РК сообщает, что научный журнал «Вестник НАН РК» был принят для индексирования в Emerging Sources Citation Index, обновленной версии Web of Science. Содержание в этом индексировании находится в стадии рассмотрения компанией Clarivate Analytics для дальнейшего принятия журнала в the Science Citation Index Expanded, the Social Sciences Citation Index и the Arts & Humanities Citation Index. Web of Science предлагает качество и глубину контента для исследователей, авторов, издателей и учреждений. Включение Вестника НАН РК в Emerging Sources Citation Index демонстрирует нашу приверженность к наиболее актуальному и влиятельному мультидисциплинарному контенту для нашего сообщества.

Б а с р е д а к т о р

х.ғ.д., проф., ҚР ҰҒА академигі

М.Ж. Жұрынов

Р е д а к ц и я а л қ а с ы:

Абиев Р.Ш. проф. (Ресей)
Абылкасымова А.Е. проф., академик (Қазақстан)
Аврамов К.В. проф. (Украина)
Аппель Юрген проф. (Германия)
Банас Иозеф проф. (Польша)
Велесько С. проф. (Германия)
Кабульдинов З.Е. проф. (Қазақстан)
Қалимолдаев М.Н. проф., академик (Қазақстан), бас ред. орынбасары
Қамзабекұлы Д. проф., академик (Қазақстан)
Қойгелдиев М.К. проф., академик (Қазақстан)
Лупашку Ф. проф., корр.-мүшесі (Молдова)
Новак Изабелла проф. (Германия)
Полещук О.Х. проф. (Ресей)
Поняев А.И. проф. (Ресей)
Сагиян А.С. проф., академик (Армения)
Таймагамбетов Ж.К. проф., академик (Қазақстан)
Хрипунов Г.С. проф. (Украина)
Шәукенова З.К. проф., корр.-мүшесі (Қазақстан)
Юлдашбаев Ю.А. проф., РҒА академигі (Ресей)
Якубова М.М. проф., академик (Тәжікстан)

«Қазақстан Республикасы Ұлттық ғылым академиясының Хабаршысы».

ISSN 2518-1467 (Online),
ISSN 1991-3494 (Print)

Меншіктенуші: «Қазақстан Республикасының Ұлттық ғылым академиясы»РҚБ (Алматы қ.).

Қазақстан Республикасының Ақпарат және коммуникациялар министрлігінің Ақпарат комитетінде
12.02.2018 ж. берілген № 16895-Ж мерзімдік басылым тіркеуіне қойылу туралы куәлік.

Тақырыптық бағыты: *іргелі ғылымдар саласындағы жаңа жетістіктер нәтижелерін жария ету.*

Мерзімділігі: жылына 6 рет.
Тиражы: 300 дана.

Редакцияның мекен-жайы: 050010, Алматы қ., Шевченко көш., 28, 219 бөл.,
тел.: 272-13-19, 272-13-18

<http://www.bulletin-science.kz/index.php/en/>

© Қазақстан Республикасының Ұлттық ғылым академиясы, 2021

Типографияның мекен-жайы: «Аруна» ЖК, Алматы қ., Муратбаева көш., 75.

Главный редактор
д.х.н., проф. академик НАН РК
М.Ж. Журинов

Редакционная коллегия:

Абиев Р.Ш. проф. (Россия)
Абылкасымова А.Е. проф., академик (Казахстан)
Аврамов К.В. проф. (Украина)
Аппель Юрген проф. (Германия)
Банас Иозеф проф. (Польша)
Велесько С. проф. (Германия)
Кабульдинов З.Е. проф. (Казахстан)
Калимолдаев М.Н. академик (Казахстан), зам. гл. ред.
Камзабекулы Д. проф., академик (Казахстан)
Койгельдиев М.К. проф., академик (Казахстан)
Лупашку Ф. проф., чл.-корр. (Молдова)
Новак Изабелла проф. (Германия)
Полещук О.Х. проф. (Россия)
Поняев А.И. проф. (Россия)
Сагиян А.С. проф., академик (Армения)
Таймагамбетов Ж.К. проф., академик (Казахстан)
Хрипунов Г.С. проф. (Украина)
Шаукенова З.К. проф., чл.-корр. (Казахстан)
Юлдашбаев Ю.А. проф., академик РАН (Россия)
Якубова М.М. проф., академик (Таджикистан)

«Вестник Национальной академии наук Республики Казахстан».

ISSN 2518-1467 (Online),
ISSN 1991-3494 (Print)

Собственник: РОО «Национальная академия наук Республики Казахстан» (г. Алматы).

Свидетельство о постановке на учет периодического печатного издания в Комитете информации Министерства информации и коммуникаций и Республики Казахстан № 16895-Ж, выданное 12.02.2018 г.

Тематическая направленность: *публикация результатов новых достижений в области фундаментальных наук.*

Периодичность: 6 раз в год.

Тираж: 300 экземпляров.

Адрес редакции: 050010, г. Алматы, ул. Шевченко, 28, ком. 219, тел. 272-13-19, 272-13-18

<http://www.bulletin-science.kz/index.php/en/>

© Национальная академия наук Республики Казахстан, 2021

Адрес типографии: ИП «Аруна», г. Алматы, ул. Муратбаева, 75.

E d i t o r i n c h i e f

doctor of chemistry, professor, academician of NAS RK

M.Zh. Zhurinov

E d i t o r i a l b o a r d:

Abiyev R.Sh. prof. (Russia)
Abylkasymova A.E. prof., academician (Kazakhstan)
Avramov K.V. prof. (Ukraine)
Appel Jurgen, prof. (Germany)
Banas Joseph, prof. (Poland)
Velesco S., prof. (Germany)
Kabuldinov Z.E. prof. (Kazakhstan)
Kalimoldayev M.N. prof., academician (Kazakhstan), deputy editor in chief
Kamzabekuly D. prof., academician (Kazakhstan)
Koigeldiev M.K. prof., academician (Kazakhstan)
Lupashku F. prof., corr. member (Moldova)
Nowak Isabella, prof. (Germany)
Poleshchuk O.Kh. prof. (Russia)
Ponyaev A.I. prof. (Russia)
Sagiyani A.S. prof., academician (Armenia)
Taimagambetov Zh.K. prof., academician (Kazakhstan)
Khripunov G.S. prof. (Ukraine)
Shaukenova Z.K. prof., corr. member. (Kazakhstan)
Yuldashbayev Y.A., prof., academician of RAS (Russia)
Yakubova M.M. prof., academician (Tadjikistan)

Bulletin of the National Academy of Sciences of the Republic of Kazakhstan.

ISSN 2518-1467 (Online),
ISSN 1991-3494 (Print)

Owner: RPA "National Academy of Sciences of the Republic of Kazakhstan" (Almaty).

The certificate of registration of a periodical printed publication in the Committee of information of the Ministry of Information and Communications of the Republic of Kazakhstan No. **16895-Ж**, issued on 12.02.2018.

Thematic focus: *publication of the results of new achievements in the field of basic sciences.*

Periodicity: 6 times a year.

Circulation: 300 copies.

Editorial address: 28, Shevchenko str., of. 220, Almaty, 050010, tel. 272-13-19, 272-13-18

<http://www.bulletin-science.kz/index.php/en/>

© National Academy of Sciences of the Republic of Kazakhstan, 2021

Address of printing house: ST "Aruna", 75, Muratbayev str, Almaty.

UDC 659.1

**L. Savchenko¹, S. Tovkach¹, A. Shilina¹, N. Yablonovskaya¹,
O. Subbotina¹, D. Burkaltseva¹, Sh. Niyazbekova², E. Vovk¹**

¹ V. I. Vernadsky Crimean Federal University, Simferopol, Krym, Russia;

² Moscow Witte University, Academy of labor and social relations, Russia.

E-mail: shakizada.niyazbekova@gmail.com

STATUS AND CLASSIFICATIONS OF SLOGANES IN ADVERTISING COMMUNICATION

Abstract. An advertising slogan is a special genre of advertising text that acts as a connecting link in the entire advertising campaign. In addition, slogans also perform a number of other functions, being the most important unit of advertising communication, they influence the recipients of information, affect their emotions and behavior. The relevance of the topic is due to the increased interest in the rapidly developing language of advertising.

The article is devoted to general issues of the functioning of an advertising slogan in the structure of advertising activities, classification of slogans in advertising communication.

Research methods are determined by the goals and objectives of the work. In a complex linguistic analysis, the following general scientific theoretical methods are used: the continuous sampling method, the descriptive-analytical method, the comparative-comparative method.

The theoretical significance of this study lies in the expansion, deepening and systematization of theoretical information about the concept of an advertising slogan.

The scientific and practical significance of the work lies in the fact that the materials of the study can be used in theoretical courses on advertising in the study of intercultural communication.

Results. The totality of the typological characteristics of the slogan distinguishes it from the background of other verbal units of advertising appeal. These are laconicism and imagery of form, expressiveness, focus on dialogue with the addressee. The slogan of a product that is just entering the market must contain the brand name. This will allow the consumer to be remembered faster.

Having analyzed the functions and typological characteristics of the slogan, we came to the conclusion that the slogan is a key autonomous element of the advertising message and can be used both in the context of advertising, being its component, and separately, having semantic, structural, compositional features. The slogan can act as a linguistic unit, independent of other elements of the advertising text, expressing the essence of the advertising campaign, the company's image, the dominant idea. Thus, the changes caused by extralinguistic factors inevitably lead to the creation of new advertising images, which in turn requires a qualitative transformation of the nature of the advertising text and the emergence of new advertising slogans.

Key words: slogan, advertising communication, advertising text, information, advertising language, emotions, behavior.

Introduction. In the information age, advertising has become an integral part of human life. Having originated as a purely economic phenomenon, modern advertising is a socio-cultural phenomenon that gives a civilizational cross-section of society's life: the state of its culture, the way of life of people, the current state of its language and changes in it-and at the same time forming it using a wide range of methods and techniques. The most important role of advertising in the life of modern society makes it necessary to study the processes occurring in the modern text advertising space.

Advertising activities in the Russian Federation are regulated by legal acts of Federal legislative authorities. Currently, the basis for advertising in Russia is the Federal law of the Russian Federation "on advertising" dated March 13, 2006, No. 38-FZ.

The Federal law "on advertising" defines advertising: "Advertising – information distributed in any way, in any form and using any means, addressed to an indefinite circle of persons and aimed at attracting

attention to the object of advertising, forming or maintaining interest in it and its promotion on the market" [1].

Creative idea is an important component of the process of creating advertising, and in connection with the growth of competition between manufacturers of goods and services, its importance has acquired a Grand scale. Today, a well-formed creative idea can bring huge profits to a company by creating ads, slogans, characters, and ideas that are memorized by the audience. At the same time, unsuccessful advertising can lead to loss of profit, as well as to the formation of a negative attitude on the part of consumers to the product/service or company.

Today, advertisers have replaced the term "creative idea" with the word "creative", which continues to carry the same creativity, the ability to create non-standard ideas.

The degree of scientific development of the problem. Today, there is a lot of research experience devoted to studying the features of the advertising language, but not all the research issues are fully disclosed, so this research needs to be provided with the necessary sources and literature. This is primarily due to the process of studying advertising as an objective phenomenon of the modern intercultural communication space. In addition, this process is also affected by the lack of developed concepts that allow us to study the impact of advertising on the consciousness of an individual, and on the formation of a language picture of the world of society as a whole. These and a number of other difficulties are objective in nature and undoubtedly actualize the problem of research.

The advertising text continues to attract the attention of both domestic and foreign linguists, which is reflected in the growing number of works devoted to this phenomenon. There is a growing interest in the study of patterns of resources use language in different areas of advertising communication, the steadily growing number of works devoted to the study of various aspects of the advertising text in the framework of linguistic disciplines and journalism on the material of different languages in different directions.

Literature review. The theoretical basis of the research was the works of domestic and foreign scientists:

- General linguistic description of the features of the advertising text (Zelinskaya A. I., 2002 [2]; Kovalenko N. L., 2006 [3]; Kohtev N. N., 1997 [4]; Rosenthal D. E., 1981 [5]; Ryabkova N. I., 2009 [6]; Chernyavskaya V. E., 2009 [7] and others);
- research of individual stylistic techniques in advertising text (hyperbole, litota, impersonation, phraseology, language game) (Ilyasova S. V., Amiri L. P., 2018[8]; Grilikhes I. V., 1978 [9]; Kurdyukova L. A., 2010 [10]; Solganik G. Ya. 2016 [11]and others.);
- syntactic features of advertising slogans (Bernadskaya Yu. S., 2008 [12]; Zolina O. E., 2006 [13]; Melnik O. A., 2010 [14], etc.);
- linguistic and cultural aspects of advertising (Zilberg B. A., 1986 [15]; Medvedeva E. V., 2008 [16], etc.);
- study of advertising communication in the following aspects: translation of values [Goncharova L. M., 2020 [17]]; training of advertising specialists [Savchenko L. V., 2019 [18]]; study of case statements [Shilina A. G., 2015 [19]]; cross-cultural marketing [Subbotina O., 2015 [20]]; analysis of outdoor advertising [Grigorenko A. A., Yablonovskaya N. V., 2016, [21]].

Thus, the purpose of this work is to determine the functioning of the advertising slogan in the structure of advertising activities, classification of slogans in advertising communication.

To achieve this goal, the following tasks were set:

- analyze and systematize existing definitions of the term "advertising slogan" in the works of domestic and foreign scientists;
- investigate the classification of slogans in advertising communication.

Results and discussion.

Slogan status in the structure of advertising activities.

1. The status of a slogan in the structure of promotional activities

Today, the world depends on advertising. Without advertising, manufacturers and distributors would not be able to sell their products, and buyers would not have the opportunity to learn about the product and service. More than a hundred years ago, the term "advertising" meant everything that was associated with the dissemination of information about goods (services) in society using all possible means of communication at this stage. However, the development of advertising and effective work with all the processes that accompany it, positively influenced the fact that the following communication areas were separated from it, while becoming independently developing: public relations, marketing, product promotion (including in social networks), advertising at points of sale, exhibition and fair activities, sponsorship, branding, packaging and corporate identity.

The success of any ad depends to a certain extent on how much it is trusted and remembered by consumers. Not the least role in this is played by the illustration and, of course, such a component of the advertising text as the slogan. A slogan is an integral part of an ad.

In this regard, studies of the slogan and its structural and linguistic features are particularly relevant. When used successfully, the slogan helps to create a bright advertising image and increases the impact of advertising on potential consumers.

In Russian, the word "slogan" has both a linguistic and an encyclopedic interpretation.

Let's consider the linguistic dynamics of the formation of its meaning.

One thousand eight hundred ninety four "Slogan (shotl. military cry) - the ancient rhythmic military cry of the Scots; the collective call of soldiers" [22, p. 807].

1998 Slogan [English slogan-appeal, motto]. " 1. a Memorable phrase that expresses the essence of the advertising attractiveness of the product. // A slogan or motto that expresses a basic, essential idea. 2. Bright, but the insipid phrase" [23].

Two thousand eight Slogan [English slogan] – "1) advertising memorable short phrase that contributes to the implementation of a project, which is the motto of a company, firm 2) template speech turnover, noisy phrase" [24].

Two thousand ten Slogan [English. slogan < to slogan strongly hit]. «Slogan. "Do you hear?" she shouted to <Jessie>. – This is not a dream, this is the slogan of the Scots (the war cry of the Scots from fabulous times) ; we are saved, we are saved!". SEV. bee 29. 11. 1857 // Poghosyan 172. "Slogans" on city streets are a characteristic sign. "Hello, native school" - hangs over Gorky street (by September 1). 1. 9. 1969. V. Lakshin. // N 2003 5 172 [25, p. 4163].

2014 [English slogan] "(com.). Advertising formula in the form of an aphoristic, easy-to-remember short phrase " [26, p. 631].

As we can see, the word "slogan" is used in the formation of the linguistic dictionary meaning there were three stages:

the first stage (XIX century) is historical: the slogan is a rallying cry (call) of warriors;

the second stage (the end of the XX century – the first decade of the XXI century) is a contact setting: a slogan is a bright phrase that serves as a slogan or motto;

the third stage (XXI century) is consumerist: the slogan is an advertising driver, an explicator of a commercial idea.

Let's move on to the encyclopedic dynamics of the formation of the meaning of the "slogan" lexeme.

1999. Slogan - "an advertising slogan, a motto containing a concise, easily perceived, effective formulation of an advertising idea" [27].

2001. Slogan - "an advertising slogan, a motto aimed at creating an image of a company or advertising a product. It is a concise and easily understood formulation of an advertising idea (eg: "Just add water!"). It is subject to copyright" [28].

2004. Slogan - "(from the English slogan <to slog - to hit hard) is an advertising formula, a constant advertising motto. A clear, clear and concise formulation of the main topic of the advertising appeal. Firm S. defines the characteristic unique features of the advertiser and is an element of the corporate identity. A successful S. can be no less effective than a trademark. It is easier to remember, because it affects not only vision, but also hearing. S. - an optional element of corporate identity. S. is registered as the property of the firm, like a trademark" [29].

2007. Slogan - "(from the English slogan - slogan, call, motto) advertising motto in the form of an emotionally charged phrase used as an element of corporate identity. Unlike an advertising headline, it is intended to express not the specific merits of a product, but the ideology of a company that produces goods or provides services. For example, the slogan "We care about you and your health" by Jonson and Jonson" [30].

2010. Slogan "[from Gallic sluagh-ghairm - battle cry; English: Tagline] - advertising slogan or motto; a clear, clear and concise formulation of the advertising idea, which is designed to briefly and succinctly reflect how this product or company differs from other similar ones. At the same time, it is also the essence of the advertising concept, compressed to a formula, brought to linguistic perfection, a well-remembered idea used to identify a company or a product. S. can also designate and promote a promotion, a holiday (event). In 1880 the concept of "S." was first used in a modern sense" [31, p. 197].

2014 Slogan - "a slogan, appeal, motto, used as a headline of advertising text or as a trademark. As a rule, it expresses the main ideas of the advertising message and consists of no more than 6-8 words. It should be short, dynamic, rhythmic and euphonic. For example, the slogan "Yandex" - "there is

everything", the slogan "Beeline" - "it is convenient with us", the slogan "RGGU" - "age-old traditions - modern technologies" [32, p. 380].

So, in modern advertising research there are several definitions of the slogan. According to OA Feofanov, the slogan is "the essence of the advertising concept compressed to a formula, a memorable thought brought to linguistic perfection. <...> a verbal portrait of a company, corporation, politician, political association, various government, financial, commercial and other institutions" [33].

I. Morozova understands the slogan as "a short independent advertising message that can exist in isolation from other advertising products and is a collapsed content of an advertising company" [34].

The creation of an effective and therefore effective slogan is a guarantee of product promotion. The researcher of advertising slogans VA Zakharchuk [35] writes that "an effective slogan stimulates the consumer to take the desired action and / or active involvement in the brand. A successful slogan becomes a key element of the brand's advertising campaign. It supports in the minds of the target group of consumers that motivating idea that was embedded in the brand" [35, p. 26].

Much depends on the components that underlie the two most important parameters of the overall value of the slogan:

- marketing value;
- artistic value.

The marketing value of a slogan consists in meaningful information about the object of advertising - a brand or an organization. It is up-to-date, truthful and convincing information about the most significant elements. Special care should be taken when identifying important marketing information, as it may be replaced by an actual artistic solution rather than a functional advantage. Only after highlighting important information, you can proceed to the second part of the work on the slogan - providing it with artistic value [37].

The artistic value of the advertising phrase lies in the artistic techniques that the author used when creating it. In conditions when two, three or more messages in advertising of competing brands contain information equally important and useful for the consumer, a successful artistic solution makes the slogan easy to understand and remember.

In addition to marketing and artistic parameters, one can name the components embedded in the slogan by the author himself, which give the result of influence in the surrounding advertising environment (comparison with previous advertising materials for the same trademark; background created by slogans and advertising concepts of competitors, etc.) [38, p. 25].

One of the first and major challenges facing slogan creators is the selection of product information to include in the slogan. It is important to select the information you need, and then decide which parts of it are the most significant and which can be neglected to ensure the slogan is concise and memorable.

Researcher Ulitina N. A. [39,40] believes that the main units of information of an advertising slogan included in the total volume of information about a product include:

- USP - a unique selling proposition;
- brand name [40].

A brand name is, as a rule, the registered name of a trade or trade mark indicated on the packaging of a product under which it is marketed and under which the consumer should know it. The name of the brand can be the name of the store, if the latter is the object of advertising, and the name of the manufacturer, if we are talking about a corporate advertising campaign, the purpose of which is to create a favorable image and form a positive attitude towards the company as a whole.

So, the slogan, as you can see, is one of the prerequisites for successful advertising. But in print media, slogans with errors are often found, which is unacceptable, since this immediately reduces the authority of the company, product or service.

So, the slogan is a short verbal expression of the main idea of the whole advertising text, concentrated in one or two sentences and designed to attract the attention of the addressee, as well as to influence his consciousness and emotions. In other words, the most important features of the advertising text determine, in our opinion, not only the very presence of the slogan in it, but also all the known functions of the slogan, as well as the specifics of its language design. All that has been said is also relevant in relation to outdoor advertising, the slogan of which acts as the semantic core of the entire message, moreover, the core that concentrates the essence and purpose of advertising argumentation.

As noted above, a slogan is an autonomous unit of advertising communication, which is characterized by a number of specific features. Summarizing the features of a working (influencing) slogan, we highlight the main requirements for an advertising slogan:

- brevity; high readability and memorability; the inclusion of the brand name; the ability to fully translate into other languages; originality and expressiveness; absolute compliance with the general advertising theme; compliance with the target audience; inviting, but not aggressive.

Moreover, according to the researcher R. M. Blakar [41], it is generally impossible to speak neutrally, since any, "even an informal conversation presupposes the exercise of power," that is, the impact on the perception and structuring of the world by another person. " We support these points of view and believe that it is the slogan in the advertising text that is the core of the argumentation and impact.

As can be seen from the definitions we have given, there is no common approach among researchers in understanding the advertising slogan. But they are all convinced that the advertising slogan expresses the main idea of the entire advertising campaign or a separate advertising object, while convincing, arguing, summing up, summarizing, embodying, actualizing, identifying, engaging and attracting attention.

Classification of slogans in advertising communication.

Today in advertising communication there are many classifications of slogans, but there is no single classification of types of advertising slogans. The division of advertising slogans into types is rather arbitrary, since living advertising practice is always richer than scientific ideas about them. First of all, slogans can be divided into three main groups: corporate, product and image slogans.

1. Corporate slogans are aimed at image advertising aimed at public and private organizations.
2. Product slogans target brands.
3. Image slogans of advertising campaigns can be replaced by others, more accurate for the company at this stage of development.

Distinctive features between corporate and product slogans are determined by unequal advertising objects. Enterprises targeting corporate slogans have less impressive status in themselves, in contrast to their products. As a rule, these are large companies and holdings that are not associated with one product or service. Unlike corporate goods, consumer goods are more specific and appear as well-defined and visible objects.

The types of slogans are diverse, but all of them are united by a common goal - to change the attitude of the target audience to the advertised product in a favorable direction, to encourage it to make a purchase or purchase a service.

The functions of advertising slogans proposed in the framework of theoretical sloganistics are not exhaustive. Advertising slogans presented in various formats: in the Internet space, in the press and on billboards, realize a much wider range of functions: edifying and patriotic function (advertising slogans appeal to historical events that cause pride of citizens); the militaristic function of advertising slogans appeals to the valiant victories of the Russian army, the heroic past; discriminatory function (advertising slogans contain content that is aimed at discriminating some members of society by others by gender, age, ethnicity); the hedonistic function is implemented in advertising slogans aimed at attracting the attention of buyers by obtaining positive emotions, good mood and pleasure from the use / consumption of advertising products; the consumerist function is differentiated in the context of advertising slogans, the main idea of which is to get the consumer benefits from a purchase.

Conclusions. We investigated the status of the advertising slogan. A slogan is a bright advertising slogan that reflects the main idea of an advertising campaign and can function as part of an advertising text or as an independent advertising text. The right slogan expresses the idea of the company and helps to attract consumers. It can make a firm successful, or it can bring failure. Most often, the slogan is at the end of the advertising message, next to the brand name. It sums up everything said in the advertising message and performs an integrating function within the advertising discourse. For better memorization, the slogan should be short, rhythmic, not more than 7 words. It should not include difficult to pronounce words and phrases.

The totality of the typological characteristics of the slogan sets it apart from other verbal units of advertising appeal. These are laconicism and imagery of form, expressiveness, focus on dialogue with the addressee. The slogan of a product that is just entering the market must contain the brand name. This will allow the consumer to be remembered faster.

Today, there are many classifications of advertising slogans. In our work, we examined the following: corporate slogans that are aimed at image advertising, product slogans, they are aimed at brands, image slogans of advertising campaigns that can be replaced by others that are more accurate for the company at this stage of development. You can also divide slogans into literal slogans, which are used, playing around, the name of the product as part of the verbal and sound structure of the slogan, specific

slogans that do not play up anything, but inform about specific properties of the product, reveal its merits, special qualities and abstract slogans - a special type, with the help of which a successful phrase is created that expressively represents the product. You can also distinguish the classification of advertising slogans with a linguistic aspect: related - contain the names of the advertised product / service, direct - they contain a direct appeal to the potential consumer, tied - are combined with the name using rhythm and phonetics, or rather not so much with the name as with its linguistic appearance, free - they are independent and independent.

Л. Савченко¹, С. Товкач¹, А. Шилина¹, Н. Яблоновская¹,
О. Субботина¹, Д. Буркальцева¹, Ш. Ниязбекова², Е. Вовк¹

¹В. И. Вернадский атындағы Крым федералды университеті, Симферополь, Крым, Ресей;

²Витте атындағы Мәскеу университеті, Еңбек және әлеуметтік қатынастар академиясы, Ресей

ЖАРНАМАЛЫҚ КОММУНИКАЦИЯДАҒЫ ҰРАНДАРДЫҢ МӘРТЕБЕСІ МЕН ЖІКТЕЛУІ

Аннотация. Жарнамалық ұран-бұл жарнамалық мәтіннің ерекше жанры, ол бүкіл жарнамалық науқанның байланыстырушы буыны ретінде әрекет етеді. Сонымен қатар, ұрандар жарнамалық коммуникацияның маңызды бірлігі бола отырып, бірқатар басқа функцияларды орындайды, олар ақпарат алушыларға әсер етеді, олардың эмоцияларына және мінез-құлқына әсер етеді. Тақырыптың өзектілігі тез дамып келе жатқан жарнама тіліне деген қызығушылықтың артуына байланысты.

Мақала жарнамалық қызмет құрылымында жарнамалық ұранның жұмыс істеуінің жалпы мәселелеріне, жарнамалық коммуникациядағы ұрандарды жіктеуге арналған.

Зерттеу әдістері жұмыстың мақсаттары мен міндеттеріне негізделген. Кешенді лингвистикалық талдау кезінде мынадай жалпы ғылыми теориялық әдістер қолданылады: тұтас іріктеу әдісі, сипаттау-аналитикалық әдіс, салыстырмалы-салыстырмалы әдіс.

Бұл зерттеудің теориялық маңыздылығы жарнамалық ұран ұғымы туралы теориялық мәліметтерді кеңейту, тереңдету және жүйелеу болып табылады.

Жұмыстың ғылыми-практикалық маңыздылығы жүргізілген зерттеу материалдары мәдениетаралық коммуникацияны зерттеу кезінде жарнама бойынша теориялық курстарда қолданылуы мүмкін.

Нәтижелері. Ұранның типологиялық сипаттамаларының жиынтығы оны жарнамалық айналымның басқа ауызша бірліктерінен ерекшелендіреді. Бұл форманың қысқа және бейнелі, экспрессивті, адресатпен диалогқа бағытталу. Нарыққа шығатын өнімнің ұраны брендтің атауын қамтуы керек. Бұл тұтынушыны тез есте сақтауға мүмкіндік береді.

Ұранның функциялары мен типологиялық сипаттамаларын талдай отырып, біз ұран жарнамалық хабарламаның негізгі дербес элементі болып табылады және оның құрамдас бөлігі бола отырып, сондай-ақ жеке, мағыналық, құрылымдық, композициялық ерекшеліктері бар жарнама контекстінде де қолданыла алады деген қорытындыға келдік. Ұран жарнамалық мәтіннің басқа элементтеріне тәуелсіз жарнама науқанының мәнін, компанияның имиджін, басты идеяны білдіретін тілдік бірлік ретінде әрекет ете алады. Осылайша, экстралингвистикалық факторлардан туындаған өзгерістер сөзсіз жаңа жарнамалық бейнелерді құруға әкеледі, бұл өз кезегінде жарнамалық мәтіннің сипатын сапалы өзгертуді және жаңа жарнамалық ұрандардың пайда болуын талап етеді.

Түйінсөздер: ұран, жарнамалық коммуникация, жарнамалық мәтін, ақпарат, жарнама тілі, эмоциялар, мінез-құлық.

Л. Савченко¹, С. Товкач¹, А. Шилина¹, Н. Яблоновская¹,
О. Субботина¹, Д. Буркальцева¹, Ш. Ниязбекова², Е. Вовк¹

¹В. И. Вернадский Крымский федеральный университет им. Симферополь, Крым, Россия;

²Московский университет им. С. Ю. Витте, Академия труда и социальных отношений, Россия

СТАТУС И КЛАССИФИКАЦИИ СЛОГАНОВ В РЕКЛАМНОЙ КОММУНИКАЦИИ

Аннотация. Рекламный слоган - это особый жанр рекламного текста, который выступает связующим звеном во всей рекламной кампании. Кроме того, слоганы выполняют и ряд других функций, являясь важнейшей единицей рекламной коммуникации, они воздействуют на реципиентов информации, влияют на их

эмоции и поведение. Актуальность темы обусловлена возросшим интересом к быстро развивающемуся языку рекламы.

Статья посвящена общим вопросам функционирования рекламного слогана в структуре рекламной деятельности, классификации слоганов в рекламной коммуникации.

Методы исследования определяются целями и задачами работы. В комплексном лингвистическом анализе используются следующие общенаучные теоретические методы: метод непрерывной выборки, описательно-аналитический метод, сравнительно-сопоставительный метод.

Теоретическая значимость данного исследования заключается в расширении, углублении и систематизации теоретических сведений о понятии рекламного слогана.

Научная и практическая значимость работы заключается в том, что материалы исследования могут быть использованы в теоретических курсах по рекламе при изучении межкультурной коммуникации.

Результаты. Совокупность типологических характеристик слогана выделяет его на фоне других вербальных единиц рекламного обращения. Это лаконичность и образность формы, выразительность, направленность на диалог с адресатом. Слоган продукта, который только выходит на рынок, должен содержать название бренда. Это позволит потребителю быстрее запоминаться.

Проанализировав функции и типологические характеристики слогана, мы пришли к выводу, что слоган является ключевым автономным элементом рекламного сообщения и может использоваться как в контексте рекламы, являясь ее составной частью, так и отдельно, обладая семантическими, структурными, композиционными особенностями. Слоган может выступать как языковая единица, независимая от других элементов рекламного текста, выражающая суть рекламной кампании, имидж компании, доминирующую идею. Таким образом, изменения, вызванные экстралингвистическими факторами, неизбежно приводят к созданию новых рекламных образов, что в свою очередь требует качественного преобразования характера рекламного текста и появления новых рекламных слоганов.

Ключевые слова: слоган, рекламная коммуникация, рекламный текст, информация, язык рекламы, эмоции, поведение.

Information about authors:

Savchenko Lyubov, Doctor of Philology, Professor, Head of the Department of Advertising and Publishing, V. I. Vernadsky Crimean Federal University, Simferopol, Republic of Crimea, Russia; <https://orcid.org/0000-0001-9825-3775>

Tovkach Svetlana, Assistant at the Department of Advertising and Publishing, V. I. Vernadsky Crimean Federal University, Simferopol, Republic of Crimea; Russia; <https://orcid.org/0000-0002-2565-3505>

Shilina Angela, Doctor of Philology, Docent, Professor of the Department of Advertising and Publishing, V. I. Vernadsky Crimean Federal University, Simferopol, Republic of Crimea, Russia; <https://orcid.org/0000-0002-9797-8923>

Yablonovskaya Natalia, Doctor of Philology with a degree in Journalism, Professor, Professor of the Department of Advertising and Publishing, V. I. Vernadsky Crimean Federal University, Simferopol, Republic of Crimea, Russia; <https://orcid.org/0000-0002-8425-3106>

Subbotina Olga, Candidate of Philology, Associate Professor of the Department of Advertising and Publishing, V. I. Vernadsky Crimean Federal University, Simferopol, Republic of Crimea, Russia; <https://orcid.org/0000-0002-3911-7156>

Burkaltseva Diana, Doctor of Economics, Professor of the Department of Advertising and Publishing, Professor of the Department of Finance of Enterprises and Insurance, V. I. Vernadsky Crimean Federal University, Simferopol, Republic of Crimea, Russia; di_a@mail.ru; <https://orcid.org/0000-0002-9441-7696>

Niyazbekova Shakizada, Ph.D., associate Professor, Moscow Witte University, ATISO, Moscow, Russia, <https://orcid.org/0000-0002-3433-9841>

Vovk Ekaterina, PhD in Pedagogy, docent, Associate Professor of the Department of Advertising and Publishing, V. I. Vernadsky Crimean Federal University, Vernadskogo Avenue, 4, Simferopol, Republic of Crimea, Russia; <https://orcid.org/0000-0002-5380-8156>

REFERENCES

[1] Osipyany T.G. Features of the use of linguistic techniques in advertising texts. Professional communication: topical issues of linguistics and methodology. Pyatigorsk: PSLU, 2013. 66 p.

[2] Zelinskaya A.I. Lingual characteristics of the Ukrainian advertising text. Tutorial. Kharkiv: KhDPU im. G. S. Skovoroda, 2002. 2003 p.

[3] Kovalenko N.L. Linguistic designation of the slogan in the structure of the advertising text. Tutorial. Dnepropetrovsk: DNU, 2006. 190 p.

[4] Kokhtev N.N. Advertising: the art of speech. Tutorial. Moscow: Moscow State University Publishing House, 1997. 96 p.

[5] Rosenthal D.E., Kokhtev N.N. Language of advertising texts: study. manual for faculties of journalism of universities. M.: Higher School, 1981. 125 p.

[6] Ryabkova N.I. Language features of modern advertising. Communicative strategies of the XXI century: textbook. allowance. SPb.: SPbGUSE, 2009. 81 p.

- [7] Chernyavskaya V.E. Text linguistics: polycode, intertextuality, interdiscursiveness. Tutorial. M.: LIBROKOM, 2009. 245 p.
- [8] Ilyasova S.V., Amiri L.P. Language game in the communicative space of mass media and advertising. Tutorial. M.: Flinta, 2018. 296 p.
- [9] Grilikhes I.V. On the study of advertising texts. Tutorial. Kiev: Higher School, 1978. 198 p.
- [10] Kurdyukova L.A. Stylistics of the Russian language for PR-specialists. Tutorial. Balashikha: De-Po, 2010. 180 p.
- [11] Solganik G.Ya. Stylistics of the Russian language. Study guide for bachelors. M.: Flinta, 2016. 248 p.
- [12] Bernadskaya Yu.S. Text in advertising. Tutorial. M.: UNITY-DANA, 2008. 288 p.
- [13] Zolina OE Syntactic means of language and their stylistic role in advertising texts. Tutorial. M.: Moscow State University, 2006. 179 p.
- [14] Melnik O.A. Text of social advertising in the media: methods of information modeling: thesis abstract. Voronezh: SSU, 2010. 25 p.
- [15] Zilberg B.A. Sociolinguistic research of radio, television, newspaper texts. Tutorial. Saratov: Publishing house "Sarat", 1986. 210 p.
- [16] Medvedeva E.V. Advertising communication. Tutorial. M.: LKI, 2008. 277 p.
- [17] Goncharova L.M. Advertising communication in the perspective of society's values. Modern communication science: science - practice - specialty [Electronic resource]: collection of reports of the All-Russian scientific and practical conference with international participation, dedicated to the 80th anniversary of Professor O. Ya. Goykhman (Moscow, June 20, 2019). [Executive editor L.M. Goncharova]. Electronic text data Moscow: Editorial and Publishing House of the Russian New University, 2020. P. 86-90.
- [18] Savchenko L.V. New standards in the training of advertising and public relations specialists in the context of higher education // Problems of modern teacher education. 2019. No. 62-1. P. 250-253.
- [19] Shilina A.G. Polite people in anthropocentric systems: from linguistic models to reflexive practices. Medialinguistics. Issue 4. Professional speech communication in the mass media: Collection of articles [Edited by LR Duskaeva. Executive editor NS Tsvetova]. SPb.: St. Petersburg State University, Institute "Higher School of Journalism and Mass Communications", 2015. P. 264-268.
- [20] Subbotina O., Sonawane U. Cooperation across cultures: from basic components of cross-cultural communication to new strategies in diversity marketing // Science Time. 2015. No. 4(16). P. 750-759.
- [21] Grigorenko A.A., Yablonovskaya N.V. Psychological mechanisms of the influence of outdoor advertising on the mass audience (on the example of outdoor advertising in the Republic of Crimea) // II scientific conference of the teaching staff, graduate students, students and young scientists "Days of Science KFU named after IN AND. Vernadsky" (Simferopol, 2016). Collection of participants' abstracts. Simferopol, 2016. Vol.7. P. 673-675.
- [22] Dictionary of foreign words included in the Russian language / Edited by A. N. Chudinov. SPb.: Publication of the bookseller V. I. Gubinsky, 1894. 993 p.
- [23] The Big Explanatory Dictionary of the Russian Language: A-Ya / RAS. Institute of ling. research.; Comp., Ch. ed. Cand. philol. Sciences S. A. Kuznetsov. SPb.: Norint, 1998. 1534 p. URL: <https://gufo.me/dict/kuznetsov/слоган>.
- [24] Zakharenko E.N., Komarova L.N., Nechaeva I.V. New Dictionary of Foreign Words: over 25,000 words and phrases. Moscow: LLC IF "Azbukovnik", 2008. 1040 p. URL: <http://slovari.ru/search.aspx?s=0&p=3068&di=vsis&wi=15085>.
- [25] Epishkin N.I. Historical Dictionary of Russian Gallicisms. M.: ETS Dictionary Publishing House, 2010. 5140 p.
- [26] Ushakov D.N. Explanatory dictionary of the modern Russian language. M.: Adelant, 2014. 800 p.
- [27] Raizberg B.A., Lozovsky L.Sh., Starodubtseva E.B. Modern economic dictionary. 2nd edition, revised. M.: INFRA-M, 1999. 479 p. URL: <http://www.ebk.net.ua/Book/Ses/s/0539.htm>.
- [28] Dodonov V.N., Ermakov V.D., Krylova M.A. Big Law Dictionary. M.: Infra-M, 2001. URL: <http://courts.spb.ru/spravka/glossary/yuridicheskij-slovar/slogan/>.
- [29] Stefanov S.I. Advertising and printing: the experience of a reference dictionary. M.: Gella-print, 2004. 320 p. URL: https://advertising_polygraphy.academic.ru/2518/Слоган.
- [30] Radchenko I.A. Educational dictionary of advertising terms and public relations / Ed. E. E. Topilskaya. Voronezh: VF MGEI, 2007. 117 p.
- [31] Pankrukhin A.P. Marketing: a large explanatory dictionary. M.: Omega-L, 2010. 264 p.
- [32] Advertising. Marketing. PR. Study guide. YES. Shevchenko. Third publishing house, revised and enlarged. M.: "RGGU", 2014. 639 p.
- [33] Feofanov O.A. Advertising: new technologies in Russia. Tutorial. SPb.: Peter, 2000. 384 p. URL: <http://evartist.narod.ru/text3/11.htm>.
- [34] Morozova I.G. Putting together slogans. Tutorial. M.: RIP-holding, 1998. 172 p.
- [35] Zakharchuk V.A. Advertising slogan and its functions. Tutorial. Kiev: Prosvet, 2003. 136 p.
- [36] Linguistic specificity of advertising discourse. Tutorial. Nizhny Novgorod NSU im. N. I. Lobachevsky, 2008. 198 p.
- [37] Arena U.F., Bove K.P. Modern advertising. Tutorial. Togliatti: Dovgan, 1995. 661 p.
- [38] Gerashchenko L.L. How to attract attention to advertising. Tutorial. M.: LLC Publishing House "Diagram", 2006. 95 p.
- [39] Ulitina N.A. Classification of types of advertising slogans. Tutorial. M.: Papyrus, 2008. 318 p.
- [40] Ulitina N.A. Pragmatic orientation of the advertising slogan. Language and culture. Tutorial. M.: Publishing house of Dmitry Burago, 2007. 137 p.
- [41] Krivonosov A.D. PR-text in the system of public communications: Textbook. SPb.: Petersburg Oriental Studies, 2002. 324 p.