DIVERSITY OF ADVERTISING TECHNIQUES IN DIFFERENT SUBSTYLES OF MASS MEDIA IN THE PROCESS OF TEACHING

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Advertisements take an integral part in peoples' life. Nowadays people are surrounded by great amount of information including a rush of different advertisements. The function and goal of advertisement is to make consumers to buy the product, to persuade them to apply to the product. So, the ad agent uses a lot of persuasive techniques appealing to psychology of consumers. Consequently there are many means of persuasion used in this sphere. And this research work is dealing with the study of both linguistic and extra linguistic means used in advertising.

Before only psychological techniques were investigated by such scientists as Eugene A. De Witt and F.B. Evans. The theme turns out to be rather attractive and promising, as the linguistic techniques has not been thoroughly investigated by the native and especially by foreign scientists. So we hope the research work will make at least small contribution scientific aspect. The scientific novelty of the work lies with the analysis of linguistic and extra linguistic techniques used in advertisements transmitted through various media. The ad agent uses a lot of linguistic techniques that are called stylistic devise and expressive means, while preparing the ad texture – linguistic material, he tries to make it colourful emotionally charged words and work combinations, sentence structures. All stylistic devise and expressive means based upon analogy contrast and recurrence are perfect tools the ad creators use to convey their message in advertisements. According to The Message of the President of the Republic of Kazakhstan N. Nazarbayev to nation of Kazakhstan, the strategy which proclaims the integration of Kazakhstan in a list of fifty the most developed and competing countries of the world, the country should have potentials to promote goods and serves through the international market. And thoroughly done advertisement, in its turn, will surely give a great impetus to our trade promotion in international market.

The techniques of advertising may change and vary according to different substyles of medium. How these ad techniques vary and change according to the capacities and limitations of media substyles. The linguistic and extralinguistic means of ad can be different up to the type of delivery and the type of consuming in each medium.

The potentials of each substyle impacts on linguistic and extralinguistic techniques. The amount of analyzed material is about hundred. We trace the manifestation of stylistic devise and expressive means based upon analogy, contrast and recurrence in such linguistic areas as slogans, headlines and lexical layer of the ad. We referred to classification of trope according to these universal principles in Sosnovskaya's book "Analytically reading".

In comnclusion we present the inferential result of the research and suggest the shame that presents advertising techniques divided into basic means and psychological techniques.

Methodology of the research comprises linguistic and extralinguistic analysis with the emphasis on stylistic analysis. The subject matter of the research were numerous advertisements on magazines, newspapers, radio and television, such as "Cosmopolitan" magazines, BBC channel and other national radio and TV channels.

The understanding of all the linguistic and other methods manifested themselves in the linguistic and extralinguistic layers is of paramount importance with us, since we, as a future philologists, must be able to use the power of words in its full capacity to produce the necessary impact. So, we hope that the practical results of the work will be used in the sphere of philology (stylistics), as far as in advertising industry.

Bibliography:

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