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**АНГЛИС ЖАНА КЫРГЫЗ ТИЛДЕРИНДЕГИ ЖАРНАМА ТИЛИНИН
СТИЛИСТИКАЛЫК ӨЗГӨЧӨЛҮКТӨРҮ
СТИЛИСТИЧЕСКИЕ ОСОБЕННОСТИ ЯЗЫКА РЕКЛАМЫ В АНГЛИЙСКОМ
И КЫРГЫЗСКОМ ЯЗЫКАХ
STYLISTIC PECULIARITIES OF ADVERTISING LANGUAGE
IN THE ENGLISH AND KYRGYZ LANGUAGES**

Аннотация: Макалада англис жана кыргыз тилдериндеги жарнама тилинин стилистикалык өзгөчөлүктөрүн салыштырып изилдөө каралган. Теманын актуалдуулугу бүгүнкү күндө жарнаманын керектөө рыногуна, коомдун саясий, маданий турмушуна, тилге жана анын система катары өнүгүшүнө да абдан күчтүү таасирин тийгизип жаткандыгы менен шартталат. Бул изилдөөнүн жаңылыгы англис жана кыргыз тилдериндеги жарнамалардын стилистикалык ыкмаларын изилдөө. Мындан тышкары, Бишкек шаарында колдонулган жарнамалардын көбү талданган.

Аннотация: В статье рассматриваются стилистические особенности языка рекламы в английском и кыргызском языках. Актуальность темы обусловлена тем, что в настоящее время реклама оказывает очень сильное влияние как на потребительский рынок, политическую и культурную жизнь общества, так и на язык и его развитие как системы. Новизна данного исследования заключается в том, что в нем рассмотрены стилистические приемы, используемые в рекламах в английском и кыргызском языках. Более того, в основном проанализированы рекламы, используемые в городе Бишкек.

Annotation: The article deals with the comparative study of stylistic peculiarities of advertising language in the English and Kyrgyz languages. The relevance of the topic is due to the

fact that nowadays advertising has a very strong impact both on the consumer market, political and cultural life of society, and on the language and its development as a system. The novelty of this research lies in the fact that it conducted a comprehensive study of the stylistic techniques used in the advertising slogans in the English and Kyrgyz languages; moreover, the advertising slogans used in Bishkek city have been mostly analyzed.

Негизги сөздөр: жарнама, ынандыруучу, стилистикалык өзгөчөлүктөр, стилистикалык ыкмалар

Ключевые слова: реклама, убедительный, стилистические особенности, стилистические приемы

Key words: advertising, persuasive, stylistic peculiarities, stylistic devices

Nowadays advertising industry has become an essential part of our everyday life. It tells us what car to drive, what bank to use, what to drink and eat, which products to buy and even what to think. We meet advertising everywhere we go - in the street, at home, at work, even at hospitals and schools. It means that advertising overflows every single place where people live. Advertising is aimed not only to inform about the product and service, but also to have persuasive effects. Today's advertising may differ in many ways. Some advertisers rely on visual advertisements because it is said that pictures attract people the most; however, some use also verbal advertising which can accompany the visual one. There are advertisements which consist of a text, others may be created from either one sentence or a few words; however, there may appear only some letters in the advertisement. All these options are possible, and it usually depends on the advertisers how they want to captivate the audience.

The main task of advertising is to draw attention to the product and to interest a potential customer; therefore, it is necessary to use stylistic expressive means in an advertising text. Moreover, different cultures may have different expectations with regard to stylistic choices, language use, and other preferences in the same genre. Hence, it is quite interesting to explore the language of English and Kyrgyz advertisements.

Language has a powerful influence over people and their behavior. This is especially true in the fields of marketing and advertising. The choice of language to convey specific messages with the intention of influencing people is vitally important. But to be able to influence people, you first have to get their attention to your advertisement. Advertisements are one kind of communication, and according to Philip Kotler, advertisements should have a persuasive effect on the target group [6, p 24]. Advertisements on Internet and cell phones need to have a short and concise language because these media are read differently than papers and magazines. The trick is to use these things in the way that profit the impact the ads can give.

Both the mass media, when reporting news items and marketing and advertising personnel have to consider the emotive power of the words they use. With the development of advertising, stylistic devices such as metaphor, hyperbole, simile and others became more frequent in advertising creativity. Being rhetorical devices they make the advertisement more vivid through words. Since the main task of advertising text is to attract the potential customers and market the product, the simple words are difficult in moving the customers and making a desirable impression on them. Thus, the promotional effect can be enhanced by using different stylistic devices.

It can be said that advertising created a special stylistic form of texts. The language of advertising is, of course, normally very positive and emphasizes why one product stands out in

comparison with another. To start with, let us consider what stylistic devices are mainly used in English advertisements. We will start with phonetic stylistic devices.

One of the dominant sound techniques in English slogans is rhyme which is believed to be one of the best techniques in advertising. According to John A. Cuddon, rhyme is “the formalized consonance of syllables” [1 p.750], i.e. the correspondence of sound between words of endings of words, especially when these are used at the end of lines of poetry. In Leech’s point of view, rhyme makes the slogans and headlines appear striking and easier to remember [4, p.182]. Similarly to Leech, the scholar Xiaosong Ding considers rhyme as a means of better memorization of the slogan, as it resonates in one’s mind [2, p.113]. Moreover, the function of rhymes in advertisements is to transmit the simple information. As an example from the tourism industry we can take travel agency’s slogan:

“Don’t just book it, Thomas Cook it”. The rhyme introduces the brand name of the well-known travelling company Thomas Cook that organizes holidays all over the world. According to Ding, rhyme is most probably the best sound technique used for the introduction of the brand name.

“Don’t be vague. Ask for Haig”. The example was taken from the advertising of Scotch whiskey brand Haig. When ad slogan highlights the brand name, it better reflects the brand’s character. The slogan advises not be uncertain and choose Haig whiskey.

“Beanz Meanz Heinz”(1967). The slogan used to advertise Heinz Baked Beans. It has often been voted the best advertising slogan. The tagline tells audience if they want baked beans, their best choice is the Heinz brand. In this example, we can also see one more phonetic device – graphon, which is the intentional violation of the graphical shape of a word used to reflect its authentic pronunciation – in the word “means”. According to the rules of the English language, there the ending ‘s’ should be added; however, in this example, they have changed it for ‘z’ for the advertising purposes.

Alliteration. Alliteration is a phonetic stylistic device which aims at imparting a melodic effect to the utterance. The essence of this device lies in the repetition of similar sounds, in particular consonant sounds, in close succession, particularly at the beginning of successive words [3, p114].

“You Only Young Once” – YOYO We can see here pun, i.e., play on words based on alliteration, since йо-йо is a kids’ toy. The advertisement of the shop selling kids’ clothes near the Orto-Sai bazaar clearly emphasizes the fact that although childhood is the best time, it happens only once in person’s life, so it appeals to parents to buy kids the clothes they want while they’re still young.

“FILA: Functional...Fashionable...Formidable...”. This ad is the example of alliteration that helps the slogan to achieve the strong beating rhythm needed to make it a repeatable sentence. By so doing, the advertisement is easy to remember.

“The Passionate Pursuit of Perfection” This is a great automobile slogan used by Lexus. The slogan suggested that the car company would never rest in their ongoing quest to build the best car in the world.

“Maybe She’s Born With It, Maybe It’s Maybelline” The most famous advertising slogan of the cosmetic brand Maybelline also represents alliteration. The “Maybe She’s Born With It...” campaign is promoting natural beauty. It tells women that their products will help them enhance this beauty. This slogan has been used to this day since 1991, and this says a lot- it’s catchy and sonorous.

Onomatopoeia. Onomatopoeia is a combination of speech-sounds which aims at imitating sounds produced in nature (wind, sea, thunder, etc), by things (machines or tools, etc), by people (sighing, laughter, patter of feet, etc) and by animals. Combinations of speech sounds of this type will inevitably be associated with whatever produces the natural sound. [3; p. 113].

Onomatopoeia is widely used in modern advertising texts. Companies use onomatopoeia in brand names and slogans to make their marketing more memorable.

“Snap, crackle, pop” Rice Krispies cereal hit the market in 1928. The cereal is made of rice grains that are cooked, dried and toasted resulting in crisped rice. When milk or cream is added, the thin walls of the rice collapse, making the famous sound “Snap, crackle, pop”.

“You only get an “oohh” with Typhoo” (Typhoo tea).

“oohh”- a sound to express surprise or happiness is utilized here in this slogan which helps create a true feeling after drinking a cup of Typhoo tea.

“Get some Zzzs” Slogan of Herbal tea for rest. The tea is a blend of organic rooibos, chamomile and valerian root that will help you to sleep.

“Zoom-Zoom” Automobile company Mazda used this slogan. The repetition of the word “zoom” in the slogan and especially its pronunciation reminds the sound produced by the car engine when the accelerator is pressed.

As for the lexical stylistic devices used in advertising texts, they reflect direct and figurative meanings. According to Leech, “Figurative language also has a striking and memorable quality which suits it for slogans and headlines” [4, p 18]. Figurative language of slogans includes: puns, metonymy, metaphor, simile, personification, hyperbole, epithet, antithesis.

Pun. Pun is a rhetorical figure which is very common especially in advertising language. Pun was defined in terms of ambiguity, specifically a foreground lexical ambiguity which deals with the use of polysemantic words carrying two or more meanings or with the use of homonyms. Puns are considered a play on words and appear in advertising to not only make it entertaining but also advertisers want customers to think deeper about the meaning of advertisement [5, p. 62].

“Have a nice trip, buy-buy” (An advertisement for a supermarket)

At first, the customers might consider the meaning of this advertisement is: “Enjoy your journey, bye-bye” because of “buy-buy” sounds same with “bye-bye” in the customers’ cognitive contexts. But, if the context that it is an advertisement for a shop is taken into consideration, the customers will find this understanding is irrelevant to the literal meaning. Therefore, this explanation is denied. When having a second thinking, the customers can find the real intension of advertisers: They want consumers to buy something in this shop and wish customers will be satisfied with the quality of goods and the service of the shop. The understanding of this advertisement could be changed as follows: Shopping in our shop as happy as a journey, buy what you like.

“We suit you” The advertising text was taken from the slogan of a shop for clothes. The word “suit” in this advertisement has two parts of speech. One is verb, meaning “fit or satisfied”. The other is noun, meaning “a set of clothes”. If the audiences understand the word’s meaning as “fit or satisfied”, this sentence could make sense. The understanding would be: Our shop makes you feel satisfied. But, this explanation is not believable for the audiences because they could not understand what deserves customers’ satisfaction. The customers will feel this advertisement is ambiguous. However, if the audiences remember another meaning of the word “suit”, this advertisement’s real intention becomes more clearly. It can be understood like this: We make suits for you. When the customer combines the two context meanings, another contextual effect is achieved: Our shop can provide a satisfied suit. Thus, the shop’s image is presented to the customers.

“Coke refreshes you like no other can”

An advertisement for Coca Cola. In this advertisement, the ostensive stimulus is the word “can” because it has more than one grammatical function. This word catches customers’ eyes successfully because it is special. It is certain that the word “can” has different parts of speech. When

the customers consider the word “can” as a noun, the explanation of this advertisement could be: Coke refreshes you like no other can of drink. While the customers consider it is a modal word, this sentence can give another interpretation: Coke refreshes you like no other drink can refresh you. Therefore, the customers could find that the Coca Cola’s coke is the coolest drink and other’s coke cannot compare to it. Thus, the pun makes this advertisement more attractive and believable.

Metonymy. With the development of modern advertising, metonymy is heavily used in advertising creativity. Cuddon defines metonymy as “a figure of speech in which the name of an attribute or a thing is substituted for the thing itself” [1; p.510]. Myers states that metonymy is commonly found in advertisements “where the product is associated with some person or surroundings” [5; p.127].

The most vivid advertisement is the slogan for the famous Dunkin ‘Donuts, which looks like this: “America runs on Dunkin’” The slogan is a classic example of the use of metonymy, which is hidden in the word “America”. America means not a state, but its inhabitants, who are very fond of these sweets.

“I love New York” This is a great example of an effective use of a slogan in ad campaign. The city of New York used in order to promote tourism in the City and represents the state’s 11 vacation regions. The iconic design, incorporating a red heart symbol, was created by designer Milton Glaser.

“Madrid: open 24 hours a day” It is the advertisement for visiting the capital of Spain, because every time of the day you decide to go there, it will be open. This means shops, bars, pubs, restaurants, clubs and hotels offering you good entertainment.

Metaphor. A metaphor is an implied comparison in which one element is described in terms of another to create a connection. Leech maintains that metaphors are valuable in the advertising language as they “suggest the right kind of emotive associations for the product” [4; p182].

“Open your world with Lingua”

This is an advertising slogan of Lingua Foundation. By the metaphor “world” the advertisers meant not only other countries, but enriching a person’s inner world, since there is a saying “How many languages you know, so many personalities you are”. And surely, since this is a language course, the knowledge you acquire there can help you strive for the better future, communicate with people all around the world. So we believe that this is a very effective slogan since it comprises so much in these few words.

“Magic toys: Супер выбор по супер ценам”

This is an advertising slogan of the kids’ shop selling toys. We believe that this slogan is really effective one since the metaphor used here means that it’s innate in kids to believe in magic, and the advertisers attract parents by assuring that the toys sold there will bring joy and excitement to their kids, will bring something magic into their life.

Besides, we see in Russian the hyperbole Супер выбор по супер ценам meaning that magic can be bought at a lower price, but it is the choice kids will appreciate.

Here are some advertising texts created by Coca-Cola company.

“Taste the Feeling”;

“Coca Cola-opens happiness”;

“Coke adds life;

Coca-Cola advertising has been among the most prolific in marketing history, with a notable and major impact on popular culture and society as a whole. The logo, bottle design, and brand image are internationally recognizable. These three texts are examples of metaphor. All three metaphors create

the image of colorful and bright life. They make us believe that no party, picnic or family gathering will be complete without this drink as it somehow intensifies our feelings and makes every gathering happier.

“Taste the rainbow” Skittles have used their slogan “taste the rainbow” since 1994. This simple slogan works because it perfectly reflects the product. The sweets themselves feature a variety of colors – a rainbow.

Simile . Simile is a figure of speech whereby “one thing is likened to another in such a way as to clarify and enhance an image” [1; p 830]. As opposed to the metaphor, where the comparison is always implicit, simile presents an explicit comparison and is instantly made recognizable by the use of words such as “like” or “as”. This is an imaginative and descriptive comparison of two objects.

Similes have been used in popular ads and company slogans over the years.

“Breakfast without orange juice is like a day without a sunshine”(Orange juice advertising slogan) Here the orange juice is compared to sunshine which provides people with comfort and warmth. Drinking the juice will give consumers the pleasant and fresh feelings.

“Smooth as silk” The slogan is used by Thai Airway International company. The silk is known for its quality of smoothness. Here the advertisers uses simile to associate its excellent services provided for the passengers and thus help create an impressive vivid image in the mind of the passengers.

“Brush like a dentist” Colgate’s advertising slogan that compares toothpaste with dentist work.

Personification. Historically, personification has been defined as a figure of speech in which inanimate objects are characterized in terms of human attributes, thus representing the object as a living and feeling person. [7, p121]. Advertisements can often use personifications when advertised objects are endowed with human qualities to make it more dramatic, interesting, more attractive, and familiar to the potential customer. This is done so that the customer can better relate to the advertised personified objects and memorize the slogan or the advertisement.

“Nothing hugs like Huggies”(Slogan for Huggies diapers)

The advertisers want to say that Huggies diapers are as comfortable as a hug of mothers, so little one can feel protected at all times.

“The car that cares” (Kia’s advertising slogan)

The use of a verb “to care” means that customers can feel comfortable and safe in their cars.

Hyperbole. Hyperbole is “a figure of speech which contains an exaggeration for emphasis”. In the advertisement, hyperbole is used to cause the effect and reaction from the reader such as serious, ironic or humorous, e.g “Axe” Body spray commercial advertisement “Even Angels will Fall” is categorized as hyperbole because it is impossible to happen. “Angel” is a myth, so this word refers to many beautiful women who will be interested in you while using the product. The product is made for men and the slogan persuades them to use this spray.

“Build strong teeth”. In the advertisement the logo for the toothpaste brand says “build strong teeth” and the poster displays a man tearing it apart from the bulletin board. In reality, normal toothpaste doesn’t make regular teeth capable of doing anything like that. The advertisement wants the audience to know that the particular toothpaste brand is the best one. This toothpaste advertisement is very creative, yet also extremely hyperbolic.

“The Best a Man Can Get” Gillette’s advertising is one of the most famous in the world. Having a good, close shave is important for men’s grooming. Gillette’s product slogan makes this claim by saying that their razors provide the best shave that a man can get.

“World Best” Samsung advertising slogan uses hyperbole to claim that their product is the best in the world. It shows the confidence and heroic spirit of this brand of product. Thus, it gives the readers a very profound impression.

“The Happiest place on Earth” Disneyland advertising slogan is one of the popular slogans in the world. Smiles and fun are to be expected from Disneyland, a family-oriented theme park based on one of the most popular family movie brands. Children dream of visiting this theme park, so it isn't far for the company to assume it is one of the happiest places on earth.

Antithesis

Antithesis is “fundamentally, contrasting ideas sharpened by the use of opposite or noticeably different meanings” [1; p46]. Let us consider the advertising text of M & M candies:

“Melts in your mouth not in your hands”

This advertisement was created in 1954, when a new variety of M & M's appeared – with nuts inside. Together with the launch of these candies, this famous advertising slogan and famous advertising characters of the brand appeared. The slogan is very catchy and understandable.

“Imagine a mini phone with maximum style and design” Samsung advertising slogan that clearly emphasizes smartphone's stylish design and catches the customer's attention at first sight.

As for the stylistic peculiarities of advertising language in the Kyrgyz language, in recent years advertising has firmly entered our life. Advertising plays an important role in the development of economy, tourism, marketing and in other areas of Kyrgyzstan.. So, let us start the analysis of some advertising texts in the Kyrgyz language.

Rhyme. The advertising slogan of the healthy drink “Aktyk”:

“АКТЫК - ден соолукка сактык.” The rhyme successfully introduces the brand name of the company “Aktyk”. The use of the rhyme allows better memorization of this slogan. “Aktyk” is a popular drink in Kyrgyzstan.

Alliteration. The use of alliteration we have found in the slogan of Beeline telecommunications brand:

“ЖАРКЫН ЖАКТА ЖАША!” The mobile operator Beeline is one of the largest companies in Central Asia. Every year they provide new services, make communication more accessible, and every year the number of operator users grows. The slogan is popular enough both in the Russian and Kyrgyz languages. The repeated letter “ж” gives the text musicality and expressiveness.

Metonymy. The first example of metonymy was taken from the slogan of “Lipton tea” drink: “Жакшылыктан бир ууртта”

Lipton is a trade mark registered by Thomas Lipton in Great Britain in 1890. The range of hot and cold tea includes black, green, white kinds of Lipton. By the word “Жакшылык” advertisers meant a pleasant, invigorating and healthy tea “Lipton”.

Next advertisement is taken from the “Beeline” telecommunications brand:

“Аалам менен байланыш” Beeline created this slogan when they first introduced Beeline Roaming service. This service is very convenient to those people who are abroad. They can connect roaming and talk even if they are in America or Turkey. Beeline users have increased in number after introducing this advertising, which means that the slogan really works. So by “Аалам” we understand people all over the world.

“Дүйнө ыргактары бир толкунда” This is the advertisement of “Almaz” radio station that is used to increase the number of listeners. Metonymy here is the word “дүйнө ыргактары” that means ‘the songs’.

“Мезгилден артта калбаныз” This advertising text of “Super Info” newspaper has become very popular. In the newspaper you can read the latest news in the world of sport, politics and economics, see business news etc. Nowadays Super Info is a bestselling newspaper. So by the word “Мезгилден” we understand “the latest news”.

Metaphor. There are a lot of examples of metaphor in the Kyrgyz advertising texts.

“Nitro- күч кубатыңдын булагы” This slogan contains the metaphor булагы meaning that this drink can be the source of one’s energy. Although we disapprove of advertising such things that can cause harm to people’s health, we should accept that the slogan can be rather attractive to youngsters.

“Табит менен дизайндын эволюциясы”(Алкоголсуз Шахтёрское) This advertising slogan of the beer highlights the fact that although beer as a beverage has been used and loved by many for centuries, the manufacturers have managed to change and develop it to the best quality ever.

“KICB. Банк сенин чөнтөгүндө”. KICB is one of the biggest banks in Kyrgyzstan. The slogan above was used to introduce the innovative product of KICB Bank, ELSOM e-wallet. It has already become so popular on the Kyrgyz market, that it is very difficult to imagine their daily life without this convenient financial instrument. ELSOM e-wallet allows you to send money, without going to the bank and even if you are abroad. It is enough to find the nearest terminal and in a few minutes send money to the electronic wallet ELSOM.

“Beко дүйнөсүндө белектер жамгыры” Beко is a well-known company which produces household appliances such as fridges, washing machines, dishwashers, etc. The advertisement was used before New Year. The metaphor “белектер жамгыры” means that people can buy any household appliances in official Beко stores with a New Year’s discount and receive a gift: vacuum cleaners, irons, kettles and much more.

Epithet. The use of epithet was found in the advertisement of water “Besh-tash”:

“Сапаттын эң жогорку категориясындагы суу” Not saying just “drinking water”, the advertisers successfully used the epithet to emphasize the quality and taste of water.

“Сапаттуу даам, накта сүт азыктары” In Kyrgyz advertising texts such epithets as “сапаттуу, жагымдуу, бийик, жаны” can be encountered very often. The slogan above emphasizes the quality of the milk and its delicious flavor.

“Ар дайым майрамыңыздар таттуу болсун” “Kulikov” is a well-known confectionery house in Kyrgyzstan. No party goes without their candies and cakes. The word “таттуу” in the slogan is presented by epithet and means that “Kulikov wishes all its customers a fun and sweet holiday.

Hyperbole. We have found the following examples of hyperbole in advertising slogans in the Kyrgyz language:

“Миллион мүмкүнчүлүктөр” The advertisement was taken from Finance Credit Bank in Kyrgyzstan. The bank provides a wide range of services related to credit, money transfers, document storage and account opening. Here the hyperbole “million” is used effectively.

“Тойбосс” сэндвич This is one more example of an effective use of hyperbole in the advertising slogan. We believe that advertisers called their sandwich Тойбосс meaning that one would keep wanting to eat that sandwich because it's so tasty, and that it is its special taste that differentiates this sandwich from other many sandwiches.

Moreover, this is an excellent example of pun meaning “той босс” i.e., “boss of the feast” due to its exceptional taste.

“Жашоо керемет” This slogan is very pleasant and everybody knows it as the slogan of radio station “Кыргызстан обондору”. The word “керемет” means that our life is full of joy and happiness. Different things may happen in our life, there could be bad days and at such time

“Кыргызстан обондору” is ready to cheer up and let you enjoy the moment. The slogan is exaggerated, but it really works because it’s innate in people to expect wonders.

Antithesis. “Көп сүйлөшүп, аз төлөө”

Beeline’s advertising slogan was first introduced when the “Free talking” service has appeared. The slogan means that you can talk as much as you want and still pay very little. The use of antithesis has been successful since it gets people’s attention and is very catchy.

Overall, we can see that in both languages, mainly lexical and phonetic stylistic devices are used. The examples of stylistic devices given above once again demonstrate a strong effect of advertising language both on the society perception, and on the language and its development as a system. All these devices make the advertising texts sound strong, dynamic and what is more important, persuasive. On this basis, we can conclude that people prefer unique and innovative advertisements rather than dull and repetitive ones, so using stylistic means is a key to a successful advertising campaign which would confirm the consumers that a certain purchase is vitally necessary.

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ИНФЕРЕНЦИЯ ЖАНА АНЫН ТҮРЛӨРҮ**