**LANGUAGE AS A TOOL OF SPEECH INFLUENCE**

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Advertising as a complex sociocultural phenomenon affecting all spheres of public life has recently been increasingly at the center of scientific understanding. The text became an object of linguistic study, oddly enough, only in the second half of the 20th century. Traditionally, the text is considered as a combination of written and spoken in a particular language. Without the text in its broad sense, it is impossible to explore the language. Advertising text A.G. Fomin defines it as “an act of pragmatic interaction in which the communicator, being guided by very specific practical goals, is concerned with bringing certain information to the addressee, the receipt of which, in the opinion of the communicator, will ensure the achievement of the goals that initiated the communication.

The advertising text is characterized by a minimum of language means while transmitting the maximum of information hidden in it. In this regard, it is an interesting phenomenon to study from the point of view of problems extraction of implicit meanings. Implicit information is extracted from advertising texts based on explicit content.

Advertising text is thought of as a dynamic unit, organized in the context of real communication, and, consequently, has extra and intralinguistic parameters. For the speech organization of the text, external communicative factors are decisive, and therefore the generation of the text and its functioning are pragmatically oriented, i.e. the text is created when a certain communicative attitude occurs and functions in certain communicative conditions.

The communicative conditions that the printed advertising text is focused on include the following: mass character, mediation, and a clear pragmatic focus on the impact of information content.

Language is one of the most effective forms of influence and is an instrument of social power. Modern concepts about the conditions and forms of effective communication are based on rhetoric. Classical rhetoric is defined, after Aristotle, as " the science of General methods of persuasion based on a clear system of logical evidence, the skill and art of finding these methods. There were 5 main sections of ancient rhetoric in accordance with the stages of organization of utterance: invention, disposition, elokution.

The correct definition of the illocutionary goal of an advertising message and the choice of a particular type of speech act for its implementation contributes to the success of advertising communication, the implementation of the advertiser's communication strategy and, as a result, the achievement of the perlocutionary effect of advertising. That is why the consideration of the internal structure of the advertising text is of particular importance for modern science.