**Philological sciences**

**Ramazanova Aliya Ramazanovna**

**Eurasian National University named after L.V. Gumilyov, Nur-Sultan, Kazakhstan**

**010008, Nur-Sultan, Kazakhstan**

**Scientific adviser: candidate of philological sciences, professor Zharkynbekova Sholpan Kuzarovna**

**E-mail: alia\_r1@bk.ru**

**Language as a tool of speech influence**

***Аннотация:*** Реклама как сложный социокультурный феномен, воздействующий на все сферы общественной жизни, в последнее время все чаще оказывается в центре научного осмысления. Текст стал объектом лингвистического изучения, как ни странно, только во второй половине XX в. Традиционно текст рассматривается как совокупность написанного и сказанного на том или ином языке. Без текста в широком его понимании невозможно исследовать язык. Рекламный текст А.Г. Фомин определяет как «акт прагматического взаимодействия, в котором коммуникатор, руководствуясь вполне конкретными практическими целями, озабочен доведение до адресата определенной информации, получение которой, по мнению коммуникатора, обеспечит достижение инициировавших коммуникацию целей.

***Ключевые слова: реклама, рекламный текст, типологические признаки, речевое воздействие, суггестия, манипуляция***

**Resume:** 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.

**Keywords:** advertising, advertising text, typological features, speech exposure, suggestion, manipulation

**Аннотация:** жарнама қоғамдық өмірдің барлық салаларын қамтитын күрделі әлеуметтік-мәдени құндылық ретінде жақсы ғылыми түсімнің орталығында болды. Мәтінді лингвистикалық зерттеу объектісіне айналды, таң қаларлықтай, тек ХХ ғасырдың екінші жартысында. Дәстүр бойынша мәтінді белгілі бір тілде жазылған мен айтылғандардың саны ретіде қаралады. Мәтінсіз тілді кең мақсатта зерттеу мүмкіндігін емес. Ашық мәтінді А.Г. Фомин оны "коммуникатор өте нақты практикалық мақсаттарды басқаруға ала отырып, адресатқа белгілі бір ақпарат беру туралы алаңдағы прагматикалық өзара әрекет актісі ретінде анықталды, ол алу коммуникатордың айтуы бойынша коммуникацияның бастамашы болған мақсаттарға жетуін қамтамасыз етеді.

**Түйінді сөздер:** жарнама, жарнамалық мәтін, типологиялық ерекшеліктер, сөйлеуге әсер ету, ұсыныс, манипуляция

**Introduction.** In the modern world, advertising is a multi-faceted phenomenon. It is studied by a number of sciences: journalism, sociology, psychology, economics and history, law, etc. The variety of approaches and methods of studying the phenomenon of advertising proves its versatility and at the same time the complexity of the study.

Advertising as a complex socio-cultural phenomenon affecting all spheres of public life has recently become increasingly at the center of scientific understanding. The advertising text attracts a lot of attention of researchers.

**Materials and methods.** Research methods are based on theoretical research in the field of linguistics. *(Shcherba L. V. Alefirenko N. F., Chernyavskaya V. E., Molodichenko E. N.).*

The text became the object of linguistic study, oddly enough, only in the second half of the XX century. Traditionally, a text is considered to be a combination of what is written and said in a particular language. Without a text in its broadest sense, it is impossible to study the language. Language, according to Shcherba , is " what is objectively embedded in a given language material and what is manifested in individual speech systems that arise under the influence of this language material." The language system is described in the text-system direction, i.e. from directly observed syntagmatic properties of language units to understanding their paradigmatics (systems). [1: 28] (Fig.1)

Text language System

 Researcher

Figure 1.

The term "discourse" is ambiguous. Borrowed from the French language, in which it is designated by the Russian word speech and the term functional style. T. M. Nikolaeva wrote under the term discourse: "Discourse is a multi – valued term of text linguistics, used by a number of authors in almost homonymous meanings. Important of them: 1. a Coherent text, 2. an oral-colloquial form of the text, 3. a dialogue, a group of statements related to each other in meaning, 5.a speech work as a given - written or oral." Even more widely understands the discourse, Yu. S. Stepanov, bringing under this category the whole set of texts behind which a special grammar, a special lexicon, special rules of word usage and syntax, a special semantics are viewed, is ultimately a special world. And yet, with this understanding, discourse remains within the framework of the linguistics of the text. [2: 366]

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 is "a type of mass communication in which informative-figurative, expressive-suggestive texts of a unidirectional or non-personal nature are created and distributed, paid for by an identified advertiser and addressed to the audience in order to encourage them to make the right choice or action for the advertiser." In addition to mass advertising, the characteristics of social and marketing communication are also inherent.

Advertisement A. G. Fomin defines as "an act of pragmatic cooperation in which the Communicator, guided by a very specific practical purposes, is concerned about making available to the recipient certain information which, in the opinion of the Communicator, will ensure that the initiated communication purposes. [3: 8]

**Discussion.** 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.

The above mentioned communicative conditions determine the typological features of the advertising text that are universal for the two languages under consideration:

1. Text appellative character.

2. Text that appears in print media and informs about products / services.

3. Text that has a compositional structure (title, slogan, main text, echo phrase)

4. The text, whose main purpose is the transformation of information into action."

From the point of view of the language organization, the advertising text is distinguished by:

1. brevity, simplicity, expressiveness;

2. Dialogic and implicit.

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 study of speech influence and related changes in attitudes, views, assessments, and overall behavior of the individual suggests an answer to the key question: how does the rational and emotional – subjective side relate in the process of interaction between one subject and another. What role do beliefs, arguments, the intellectual sphere of a person, and suggestion, emotional evaluations, stereotypes, and imagination play in achieving these communicative effects?

In connection with the study of the phenomenon of language influence in modern linguistics since the 1990s, two terms have entered active scientific circulation: suggestibility and persuasiveness, denoting special directions in the study and scientific description of the nature of language influence.

Persuasiveness (from the Latin persuade - to persuade) refers to the influence of the author of an oral or written message on its addressee in order to convince them of something, to call for them to perform or not to perform certain actions. The communication process, called persistent, is represented by situations in which people consciously produce messages / texts aimed at causing a certain behavior of the addressee (group of addressees) or influencing their assessments and attitudes.

Persuazivnost differs from suggestiveness, suggestion, which is understood as a hidden influence, primarily verbal, perceived without critical evaluation, taken on faith-suggestion, suggestion to thoughts (from Latin. suggerere-to inspire). The lack of control by the mind when receiving and processing information is a distinctive feature of suggestion. Suggestion, unlike argumentation, appeals to the irrational and emotional in the listener's psyche, so it may contain logical contradictions. There are no absolutely clear, impenetrable boundaries between suggestion and persistence. Persusive influence may involve achieving the desired goal through persuasion based on rational justification, without excluding emotional and evaluative means of influence. It is obvious that persusive effects are also achieved using classical rhetorical means and techniques that have become canonical: allegorization, generalization, comparison, anonymization, deconcretization, etc.

The terms " suggestibility "or" suggestive linguistics " are used to refer to influence for psychotherapeutic purposes, in texts created in the process of professional communication. Suggestive texts are created specifically according to the canons of a particular mythology and are used to influence individuals or social groups: spells, prayers, formulas of hypnosis and auto-training.

Persistent communication is based on certain types or, in other terminology, genres of text and is historically the form of interaction with people that has been established and fixed in public practice. [4: 25]

Manipulation is considered as a special type of speech influence. In the most General view, manipulation is a type of psychological influence for the hidden introduction into the addressee's psyche of goals, desires, intentions, relationships or attitudes that do not coincide with those that the addressee has at the moment. Manipulation is a psychological influence aimed at implicitly encouraging another person to perform certain manipulative actions. [5: 60]

Initially, manipulation is a subject of study in psychology and psycholinguistics, since it is based on psychological mechanisms of influence. Most modern research on manipulation considers psychological mechanisms of influence in commercial advertising and political communication. So, as the main, well-studied tools of influence, they call a variety of factors that affect the formation of assessments; the addressee's relationships, encouraging him to make decisions. For example, the role of the voice characteristics of the speaker who reports any information, the timbre of the voice, the pace of speech, the color of clothing and the surrounding interior. There is research on smell manipulators. It is known that smells can change the mood, cause a variety of emotions - from fear to anger, and even encourage action. The latter feature has been adopted by aroma marketing specialists in technologies for using odors to attract and retain customers using odors. For example, bakeries located in supermarkets saturate the air with the aroma of freshly baked bread, encouraging you to make impulsive purchases. Shopping centers spray the entrances to escalators leading to clothing stores with Chanel No. 5 scents. Furniture sellers use the smell of coniferous wood. Travel agencies fill the office atmosphere with the aromas of tropical fruits or the smell of the sea.

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In recent years, the concept of neuro-linguistic programming, based on the technology of psychocorrection, which allows you to build a successful communication strategy in the social sphere, in Commerce, and in trade, has received a separate development. This concept is based mainly on the psychological and social background of how to influence people.

The goal of NLP is to develop a set of basic techniques for changing beliefs through "skillful use of language": "words spoken at the right moment can produce significant positive results."

NLP deals with the problem of influencing the psychological and emotional state through the use of language templates. Neuro-linguistic programming takes into account the functioning of the human nervous system, which organizes behavior, is associated with language abilities. Here NLP operates with the term "frame", which is basic in cognitive linguistics. A frame is

a mental, mental, and cognitive frame that defines the context of thoughts and experiences. The frame sets the framework and interaction of a person with the world, directs and channels the interpretation and evaluation of events.

Advertising text as a complex semiotic whole, as a rule, represents the implementation of various illocutionary goals. The most well-known classification of illocutionary acts belongs to J. It relies on so-called illocutionary functions. It distinguishes between constatives, commis-sives, directives, expressives, declaratives, and interrogatives.

The pragmatic center of advertising communication is the Directive. Directive intent can be defined as " the desire of one of the communicants to exert such an influence on the interlocutor, the addressee, that could encourage the latter to perform certain actions, the fulfillment of which the first of the communicants, the sender, wants for one reason or another. Each advertising text is designed to achieve a perlocutionary effect, namely, to encourage the recipient to respond. Commis-sives in advertising discourse are statements about the guaranteed quality of a product or the uniqueness of an advertising offer. Pirogova Y. K. proposes to divide the communicative strategies of advertising on positioning and optimizing. The choice of an illocutionary act in advertising communication is aimed at implementing various types of strategies. [6:91]

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.

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