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Informative and image functions of the advertising discourse

Annotation. *The article is based on the authors' research of the specifics of outdoor advertising, in particular, its main functions that contribute to the implementation of the main objectives and goals of advertising. Among the most significant functions, the authors distinguish informative and image functions. The informative function is to notify potential buyers of a product or service and maintain awareness of it. Image function is to fix in the minds of consumers a positive image of the advertised product or service, its recognition and maintaining a favorable attitude of the consumer.*

Keywords: *outdoor advertising, informative function, image function, advertising discourse, advertising text*

Outdoor advertising is a traditional advertising genre that affects a wide audience in order to strengthen the positions of firms and companies, increase brand awareness, and support advertising campaigns conducted by other advertising genres - TV, radio, etc. It can be defined as “notifying people in possible ways to create a wide popularity of something, information about consumer goods and benefits of various types of services in order to implement them and create active demand, about notable events in economic, cultural, and political life in order to cause active participation of people in them” [1], the purpose of which is to achieve a real increase in sales.

The role of outdoor advertising is to turn a potential buyer into a real one, direct their actions in the direction of the advertised product, present it favorably in the retail space or near it, promote sales promotions, etc., because, as O. O. Savelyeva notes, “a significant number of decisions on the final choice are made directly at the point of sale”. The task of outdoor advertising is to “link the product to the range of problems that arise a person can face - from the need to quickly satisfy the hunger (snickersni) to providing yourself to others as a member of the elite community” [2].

Thus, people turn to outdoor advertising in search of information, solutions to their problems, in order to reduce cognitive dissonance, eliminate psychological tension.

Outdoor advertising texts are multifunctional, so their classification in the linguistic literature does not have an unambiguous solution. Researchers distinguish actual [3] conative [4], expressive and directive [5], suggestive and reminiscent [6], epistemological, cognitive [7] functions of advertising discourse.

The informative function is considered to be one of the most essential functions of an advertisement.

G.A. Seidullayeva defines the essence of the informative function and states that its aim is to create a wide popularity of something in order to induce an addressee to perform certain consumer actions [5, p.24].

According to A.N. Mudrov [8, p.18], the informative function of an outdoor advertisement is the following:

- to inform the audience about the need to consume the goods in the nearest future as well as the place where they may be purchased, to keep the goods in the consumer’s memory in off-season periods, to maintain the awareness about the goods at a high level. [9, p.318]. For instance: *New Collection («Men Style» boutique); Wish beauty, love and harmony! («Diona» shop);*

- to attract audience’s attention to an advertised product, for example, any outdoor advertising media attracting attention by both the text and the illustrations accompanying the text. For instance: *Active. Tariff «Super Single». T12 to all directions across Kazakhstan* (on the billboard there is a big red figure 12 placed on a half of the billboard); *Enough for everyone! «Natura» Juice* (in the background there is a smiling family drinking the advertised juice); the billboards advertising «Nissan» cars, the texts have a big exclamation mark at the end of the text: *What is there to think about! or Keep it!;*

- to give certain directions to the place where an advertised item can be purchased, for example, *Battery Centre on Toraygirov street* (the billboard where the arrows are placed in the direction of the battery centre); *Making keys. 50 metres* (the arrows in the direction of the workshop).

- to inform about a new product or a new application of an existing one. For example, *We are inviting you to a weekly receipt of goods. A great choice of gold and silver items («Gold World» Jewelry Salon);*

– to inform about a changes in goods' cost. For example, *Only seven days. The prices are halved: (Fora computer store); Every Sunday discount up to 70 %. (Alser computers store);*

– to describe the services. For example, *Waltz of flowers offers: designs of scenes, halls, restaurants; design of a wedding cortege, bride bouquets, boutonnieres, flower arrangements, landscape design. And all this from fresh flowers!*

The mentioned function is successfully realized in the outdoor advertisement across Pavlodar city.

Today in Pavlodar advertising posters “decorate” nearly all shops, department stores, chemists, beauty salons and etc. They generally describe an advertised product, its properties, characteristics and quality. i.e. represent all necessary data about the product. For example, *Currency Exchange. 24/7. We are giving money for jewelry, gold, scrap, domestic appliances and office equipment, cars (Aldabon Pawnshop)*. However, in some cases a meaningful component desired by an addressee is placed in the implicit layer of an advertising text which intends to have a direct impact on a potential buyer. It is constructed with the help of narrow-denotative signs that have a specific and highly emotional content, as part of simple non-extended sentences with simplified grammatical structures. For example, *When you need cash right now! (Paritet Pawnshop)*.

Today, almost all retail sites provide lists of their range of products and services with favorable offers and promotions on outdoor posters. Unfortunately, not all potential consumers read such ads for reasons of lack of time, skeptical and distrustful attitude to advertising, or the desire to personally verify the availability of advertised offers and ask everything from a competent person (seller, bank employee, manager, secretary, etc.), who can eventually provide the same information that is placed in the ad;

The name of the trade object also serves an informative function. For example: social shop ‘Arzandau’ (in Kazakh – cheaper); shop ‘House of clothes’; salon ‘Wedding’, etc. the names of objects should be pragmatically oriented and reflect their content and orientation as best as possible. If you can somehow disguise certain information in an advertising test, then the name must be direct and unambiguous. The advertising object determines the specifics and content of the ad, as well as its name. The name has not only “connotative meanings, but also denotation, forming the determinant of the nomination: many objects are named precisely on an extralinguistic basis, demonstrating the index relationship between the signifier and the signified” [10, p.117]. For example, stores ‘Kataev’, ‘Kutuzov’ was named after the place of its location.

The names are usually words or phrases with the pragmatic component as the main one. This component contains, as defined by I. M. Kobozeva, “information about the attitude of the person using this word to the object designated by the word or to the recipient of the message, as well as information specific to this lexeme about the speech actions that can be performed with its help” [11, p.87]. For example, the name of the beauty salon “*For you, loved ones!*” or “*6 acres store*”.

The orientation function is successfully implemented in the name, or otherwise, the nomination of the object. The orientation function consists in the ability of outdoor advertising to lead a potential consumer to the advertised product. The nomination is connected with finding out how conceptual forms of thinking relate to each other, how names are created, fixed and distributed for different fragments of objective reality [12, p.336-337]. According to E. Benvenist, the signification of an object (in our study, the nomination of an object) is transmitted by a sign that “is recognized by the entire set of members of the language group and causes the same associations and the same representations in each member of the group” [13, p.113]. Therefore, it is important to choose such name for a shopping object that can be easily recognized and understood by the addressee, and also focus it on visiting the named object.

Today, consumers are forced to choose from a variety of similar products and services based on their own experience and knowledge, recommendations, desires and preferences. A very important role in the final selection is played by the name of the object, designed to attract the attention of the recipient, providing him with direct and unambiguous information.

Therefore, the cognitive-pragmatic aspect is the main thing in the nomination of the object and in outdoor advertising at the point of sale (posters, signs), since they are aimed at the immediate reaction of the addressee, performing a crucial role, telling him what and where he can buy, for which he only needs to read the name of the object for further actions

In the modern world, advertising has a powerful impact on people’s psychology, on the formation of consumer motives, on creating a favorable image of a product or company in the minds of consumers, and plays an important role in the struggle for competitive goods and services. Outdoor advertising is a dynamically developing genre of advertising, the main advantage of which is to reach the attention of a huge audience due to its spatial location (near the roadway, in crowded places, in stores, etc.), which makes it effective for implementing the pragmatic goal of image advertising of a company or product.

The image function of advertising is to fix a positive image of a product or company in the minds of a wide range of consumers, as well as to recognize it and maintain a favorable and preferred attitude of the buyer to it. In other words, image advertising is not just advertising a product, it is a way of self-presentation of a company, its image, which is formed in consumers through advertising

Image, according to L. V. Matveeva, is “a purposefully created special kind of image-presentation that, with the help of associations, gives an object (a phenomenon, a person, a product, etc.) additional values (social, political, socio-psychological, aesthetic) and, thanks to this, contributes to a more emotional perception of the object” [14].

The image function of advertising is designed to provide a product with a value rating (prestigious, expensive, rich, cheap, useful, safe, etc.). In image advertising, it is not a product that is called, but a set of sensations and impressions from it, while functional advertising only speaks about the very fact of the existence of a product with its own characteristics in the physical world.

An example of functional advertising is outdoor posters-signs at the entrance to 'Quasar' store: *Confectionery at low prices!!! Sweets, cookies, waffles, halva, dragees, biscuits, rolls! Produced in: Ukraine, Kharkiv, Russia, Tomsk, St. Petersburg.*

This functional advertising text contains information:

1) about the fact of existence of the object of advertising - the department of confectionery sold in this store;

2) about its functional characteristics – availability of the products listed in the advertisement in the assortment (confectionery products produced in Ukraine and Russia);

3) about its rational differences and advantages (low prices).

Image in advertising is the impression of the advertised item, its reputation among consumers, and associations that arise when the subject of advertising is mentioned, which exert their consumer influence on the recipients. In this case, the advertised product is not what the ad says, but what the consumer demands and expects from it. That is, the consumer does not acquire a thing, but benefits and prestige, not cosmetics, but the beauty and youth promised by it, not a car as a means of transportation, but a social position. Choosing among a variety of alternative products, the consumer often chooses the one that looks the most attractive, has additional values, and the image that advertising has created for this product. For Example: *San Marino. Men's and women's clothing from Italy.* This text is accompanied by a photo of a beautifully dressed man and woman, which carry additional information about the advertised item – fashionable, stylish, prestigious, beautiful clothes, manufactured in Italy. Italian clothing and footwear, as well as Swiss watches, Japanese appliances, French perfumes, and German cars have created an image that has captivated the world and has been a constant indicator of quality and prestige for many years.

The following example demonstrates the image of Protex toilet soap, the benefit of purchasing it - eliminating 99 % of bacteria: *Protex. Eliminates 99 % of bacteria.* Unlike the previous example, this ad does not only name the product, it indicates its benefit. This is due to the fact that the advertising of numerous and similar essential goods contains information about their rational and distinctive properties, on the basis of which an addressee makes his choice in favor of a particular product. These products create an image based on their functional characteristics.

Advertising of Mercedes and Toyota cars is accompanied by a photo of the new car, as well as a sign of the car brand, which is widely known and recognizable among the owners of a well-established car. Therefore, any new model of this brand does not require to be presented by a list of its functional characteristics. It is enough to place a Mercedes or Toyota sign on an outdoor advertisement, and a consumer will read the unsaid information transmitted by a photo of the car and / or a sign that incorporates such valuable characteristics as: reliability, comfort, warranty, speed, prestige, dream. Such ads are examples of image advertising, where functional and value characteristics, reputation of the product are represented only by a sign that demonstrates the brand. A brand name becomes a brand when it incorporates all the criteria and properties of the product and provides its recipients with complete information about the product. The recipients, in their turn, decode this information based on their experience of using the advertised item, their impression of it, and the consequences of purchasing it (benefits, prestige, beauty, etc.).

Products can be called branded if they are:

– time-tested (*with our ideas, the world is brighter since 1906. OSRAM lighting products. Shop 'Lighting Equipment'*);

– creates a positive impression on consumers (*vacuum Cleaners of the company 'Thomas'. Decision in favor of cleanliness*);

– has a price corresponding to the quality, and vice versa (*RENAULT Logan cars from \$11000, RENAULT Sandero from \$146000*);

– causes certain associations in the minds of people (*lemonade 'Soviet'. Remember the best!*);

– contributes to the expected effect of its acquisition (*image, prestige, beauty, convenience, etc.*) (*deodorant Lady Speed Stick. Effectively protects against sweat, allows you to shave less often*)

Conclusion

Outdoor advertising is one of the most effective genres of image advertising. Being, though for a short time, but constantly in sight of the mass recipient, image advertising successfully achieves its pragmatic goals by correctly constructing and placing all elements of the advertising message on external media. Image advertising is a message about the advertised item (company, product, service, etc.), aimed at forming a positive impression on the recipient, who gives the object of advertising additional value characteristics. This is facilitated by certain techniques that distinguish image advertising from functional advertising. Thus, image advertising, representing a set of linguistic, extralinguistic and paralinguistic components, creates a positive image of the advertised item, proven by time, causes certain associations in the minds of recipients, and contributes to obtaining the effect expected by the consumer.

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ТУЙІН

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Жарнамалық дискурстың ақпараттық және имидждік функциялары

Мақала авторлардың сыртқы жарнама ерекшелігін, атап айтқанда, жарнаманың басты міндеттері мен мақсаттарын іске асыруға ықпал ететін оның негізгі функцияларын зерттеуге негізделген. Авторлар функциялар арасында ең маңыздысы деп, ақпараттық және имидждік функцияларды бөледі. Ақпараттық функция әлеуетті сатып алушыларды және тауарды немесе қызметті ақпараттандырудан және ол туралы ақпараттануды қолдаудан тұрады. Имидждік функция тұтынушылардың санасында жарнамаланатын тауардың немесе қызметтің оң бейнесін бекіту, тұтынушының қолайлы қарым-қатынасын қолдау танымалдығы болып табылады.

Түйін сөздер: сыртқы жарнама, ақпараттық функция, имидждік функция, жарнамалық дискурс, жарнамалық мәтін.

РЕЗЮМЕ

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Информативные и имиджевые функции рекламного дискурса

Статья основана на исследовании специфики наружной рекламы, в частности, ее основных функций, способствующих реализации главных задач и целей рекламы. Среди наиболее существенных функций авторы выделяют информативную и имиджевую функции. Информативная функция заключается в информировании потенциальных покупателей о товаре или услуге и поддержании осведомленности о нем. Имиджевая функция заключается в закреплении в сознании потребителей положительного образа рекламируемого товара или услуги, его узнаваемости, поддержании благоприятного отношения потребителя.

Ключевые слова: наружная реклама, информативная функция, имиджевая функция, рекламный дискурс, рекламный текст.