

**ҚАЗАҚСТАН РЕСПУБЛИКАСЫ ҒЫЛЫМ ЖӘНЕ ЖОҒАРЫ БІЛІМ МИНИСТРЛІГІ**

**«Л.Н. ГУМИЛЕВ АТЫНДАҒЫ ЕУРАЗИЯ ҰЛТТЫҚ УНИВЕРСИТЕТІ» КЕАҚ**

**Студенттер мен жас ғалымдардың  
«GYLYM JÁNE BILIM - 2023»  
XVIII Халықаралық ғылыми конференциясының  
БАЯНДАМАЛАР ЖИНАҒЫ**

**СБОРНИК МАТЕРИАЛОВ  
XVIII Международной научной конференции  
студентов и молодых ученых  
«GYLYM JÁNE BILIM - 2023»**

**PROCEEDINGS  
of the XVIII International Scientific Conference  
for students and young scholars  
«GYLYM JÁNE BILIM - 2023»**

**2023  
Астана**

**УДК 001+37**  
**ББК 72+74**  
**G99**

**«GYLYM JÁNE BILIM – 2023» студенттер мен жас ғалымдардың XVIII Халықаралық ғылыми конференциясы = XVIII Международная научная конференция студентов и молодых ученых «GYLYM JÁNE BILIM – 2023» = The XVIII International Scientific Conference for students and young scholars «GYLYM JÁNE BILIM – 2023». – Астана: – 6865 б. - қазақша, орысша, ағылшынша.**

**ISBN 978-601-337-871-8**

Жинаққа студенттердің, магистранттардың, докторанттардың және жас ғалымдардың жаратылыстану-техникалық және гуманитарлық ғылымдардың өзекті мәселелері бойынша баяндамалары енгізілген.

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**ББК 72+74**

**ISBN 978-601-337-871-8**

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ұлттық университеті, 2023**

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UDC 81-114.4

## MANIPULATION IN THE ADVERTISING TEXT

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The article examines different types of manipulation in the advertising text, how they help in the sale of a product /service, as well as their impact on the buyer. The research material is advertising texts in the language that have a manipulative effect in the direction in which the consumer speaks.

**Key words:** advertising, manipulative technologies, linguistics, advertising texts.

Now advertising occupies almost 75% of our lives and plays a huge role in the sale of the product. Modern advertising is a multifaceted phenomenon that attracts the attention of specialists from different fields of science. For linguistics, advertising is of particular importance not only as a field of language application, but also because of its concise and clearly pragmatic approach to maximum impact on the consumer. Therefore, the relevance of this topic is very great. The things we get in everyday life, the books we read, all the clothes we wear are advertising that is always with us. Advertising has an impact on all of us, wherever we are. The ability to buy things thanks to colorful, attractive advertising and because you need it is a very important skill in the modern world. People easily voluntarily succumb to daily advertising manipulations thanks to social networks and the media. We think that many people are interested in how this process takes place, what techniques it is performed by. Therefore, this topic provides useful information for each of you.

The very word "advertising" according to the etymological dictionary at the beginning of the 15th century. It was used as a "written statement drawing attention to (something), a public notice" (about anything, but often about a sale); from the Old French "avertissement" root avertir "to turn, direct, make aware". The meaning of "public notice (usually paid) in a newspaper or other publication", the main modern meaning, arose in the 1580s and was fully developed by the 18th century [1].

A.B. Orishev in his study "Advertising: definition of the concept, economic role and its features in Russia" explains that in ancient times, people trying to convey something important, attracted attention with a shout, to recall at least the same heralds. Shouting was a kind of way of communication. It was used not only to communicate important news, but also to sell something, merchants loudly and colorfully described the merits of their goods [9].

The Cambridge Dictionary says that advertising is an image, logo, etc., which is used to make a product or service recognizable to potential buyers [3]

Next comes the word "manipulation". It comes from the Latin manipulus "handful, pile, small amount", which, in turn, is associated with the root of the word manus—hand. In the Oxford English Dictionary, the meaning of this word is indicated as the processing of objects for special purposes, manual control, manual action [5]. Thanks to the illusionists, the word "manipulation" has acquired an additional meaning. Now manipulation is not only clever actions with objects, but also false, distracting techniques, the art of hiding your true actions or intentions.

S. Kara-Murza identifies three main, common signs of manipulation. Firstly, it is a kind of spiritual, psychological impact. The purpose of the manipulator's activity is the spirit, the mental structures of the human personality.

Secondly, manipulation is a hidden effect, the fact of which the object of manipulation should not notice. The main goal is carefully hidden. Concealment of information is a mandatory feature, although some methods of manipulation include a game of "self-disclosure" with sincerity.

Thirdly, manipulation is an effect that requires considerable skills and knowledge. Of course, there are talented nodules with strong intuition who can easily control the minds of others. But the scale of their actions is small, limited only by personal influence (in the family, brigade, company or gang) [8, 832].

So, in order to be called manipulation, the impact on a person or audience itself must have the following mandatory attribute

- clearly defined intention, purpose of impact;
- management of the object of influence to achieve the set goals, control;
- secrecy, non-appearance of their true intentions;
- dexterity, skill of the manipulator;

The advertising text has a special purpose in speech. First of all, advertising contributes to the goal of selling any product or product. Therefore, these texts are created purposefully and pragmatically. Advertising as a deliberate influence on people with economic goals requires a communicative process, namely a message, information ("recruiting communique", according to Steinbach [6]) between the sender (recruiting a legal entity or individual) and the recipient (being recruited by a consumer). The text of the recruiting message is intended from the very beginning to influence the recipient and should, by its content, prompt to a task, order, praise, appeal or censure [7, 67].

Marketers are focused on the "promotion" of goods; therefore, they adhere to several techniques when composing an advertising text. These techniques are purely pragmatic in nature, i.e. they work for results. While initially advertising texts informed about the product and encouraged him to make purchase decisions, currently various manipulative technologies and methods are used in advertising that purposefully influence the consumer's consciousness.

As a rule, all advertising can be divided into several categories on which it is based: food, care, household chemicals, children's goods, cars, technology, pet products, banks and other services. This analysis analyzes the following categories:

- food and drinks
- care products
- informing products and services (cars, banking services)
- pet products.

Renowned linguist Noam Chomsky defined and described mass management strategies about 30 years ago:

1. Distraction
2. Focus on emotions to a much greater extent than on reflection
3. Exaggerating
4. Concealment of information
5. Gradual informing
6. Promotion of mediocre products
7. Postponing big decisions
8. Pressure on conscience
9. Excessive kindness
10. Psychological impact and illegal methods. [2]

Advertising manipulations are characteristic: playing with feelings, not with the mind, exaggerating the problem, hiding information, oppression of conscience and excessive kindness. Some of these methods are somehow fragmented in modern variations, the strategies described below have become the basis of marketing. Let 's pay attention to the following Chomsky methods:

• **Focus on emotions** to a much greater extent than on reflection. The effect on emotions is a classic neuro-linguistic programming technique aimed at blocking people's ability to rationalize analysis, and eventually, in general, to the ability to critically comprehend what is happening. For example: Coca-Cola Happiness campaign "Choose happiness" 2015, which shows that the company wants customers to share their happy memories.

• **Exaggeration** is a popular advertising technique, most often manifested in boastful and subjective statements intended to persuade people to make a purchase. The best product, the best taste, and so on are common examples of such advertising messages. better/tastier/more beautiful than another brand's products, the only product you'll ever need, try it and you'll never go back to other brands. Exaggerations like this work well because they grab people's attention and force them to make a quick purchase decision. Most people are always on the go and don't have time to think about complex advertising slogans, so seeing the phrase "the best product in the world" can instantly persuade them to try the brand's product.

• **Concealment of information.** Often products in advertising are sold as excellent products that can give good results. For example, in the advertising of mascara, the artificial eyelashes of the model are realistic, but thanks to the advertised mascara they achieve such an amazing effect.

These were the methods used in advertising to control the masses. Next, we will look at manipulative technologies that are used in advertising texts.

So, according to a Google search query, the number of such methods varies from 5 to 23. Undergraduate students of the Faculty of Philology of higher educational institutions are recommended to study these methods in business English lessons [4]. Consider 3 of them.

**1. The Bandwagon Appeal** - This term refers to the universal use of certain substances to keep up with most people. Instead of their beliefs and opinions, they agree to buy popular products. Advertisers use this method to emphasize that you need a product that is used by everyone around. Many buyers believe this, thinking that if others like this item, it should be fine. For example: "Tens of thousands of women across the country use Revitalift Laser X3 anti-aging anti-wrinkle serum, L'Oréal Paris."

**2. Celebrity Association or Testimonial** - is one of the oldest techniques. Calling celebrities to promote the product. Movie stars, sports, music, politics, television-celebrities have many fans who are ready to buy this product/service. It works because viewers who respect and trust their idol can buy this product. For example: the famous Kazakh singer Dimash Kudaibergen advertises the phone brand "Vivo".

**3. Slogan** - all companies use this technique. Viewers remember the slogan, associate it with a certain product and are tempted to buy it the next time you go to the store. Such memorable phrases become part of our daily life and language. For example: Skittles "taste the Rainbow". Nike - "Just Do It". Disney - «the Happiest Place on Earth".

Thus, all of the above examples of technologies have a pronounced manipulative nature and have a certain effectiveness of action in communication. Manipulation is in demand today more than ever, as the conflict between the interests of the manipulative advertiser (to impose his own) and the consumer (to buy the best) is escalating due to the intensification of competition. Manipulation, by its nature, is designed to smooth out this conflict, creating the illusion of independent decision-making by the consumer.

In conclusion, we can say that marketing techniques have changed, and advertising itself is transformed regularly, appearing on new Internet sites. The text of the advertisement is its most important semantic part and needs to be actively studied. The use of stylistic figures and manipulative techniques contributes to the attractiveness of advertising broadcasting. And the emergence of new methods and techniques to increase the impact of the text gives these studies relevance and novelty. Modern society with its big demands sets new requirements for the language of advertising.

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UDC 372.8

## **MEDIA LITERACY CHALLENGES IN THE EDUCATIONAL PROCESS**

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### **Introduction.**

On average, each person spends 1,500 hours a year watching TV [1]. Approximately 17 million children and adolescents have access to the Internet at home, which is used daily for a variety of purposes, from researching school projects to playing online games, browsing social networks or communicating with friends via messengers [1]. Many preschoolers know how to use gadgets and turn on videos. Headphones, smartphones, tablets have become such an integral part of the so-called 'uniform' of middle and high school students that backpacks are now designed to accommodate them.

It should be noted that despite the fact that teenagers often interact with the media, students spend very little time critically evaluating the perceived information they "consume" every day, i.e. perception goes automatically and unconsciously.

For example, in 2019, the business portal Forbes Kazakhstan published statistics stating that Kazakhstanis spent 255 minutes per day browsing the media online [2]. This indicator of increased human consumption of online information on a global scale requires an increase in media literacy as a means of managing/exploiting and selecting material intelligently.

Media literacy in the educational process is first and foremost an approach to optimising education as a whole, which implies:

Providing the foundations for accessing, analysing, evaluating, creating different forms of messages; developing an understanding of the role of the media in society, as well as the basic research and self-expression skills needed by citizens of a democratic state [3].

The main issues of media literacy are [3]:

1. Who created the message?
2. What creative techniques are used to get my attention?