

ұстанбайтынын байқауға болады. Отбасылық қарым-қатынас және әдет-ғұрып категориясы бойынша, барлық ұлт өкілдері бірдей көрсеткіш көрсетті. Бұл көрсеткіштерден біз олардың отбасылық қарым-қатынасқа, сонымен қатар әдет - ғұрыпқа толықтай берілмегенін және бейжай қарайтынын байқаймыз. Ендеше, бұл ұлттық - мәдени құндылықтарды біліп, қолданғандарын олардың түпкі психологиялық мағынасын толық аңғармайтындығын аңғарамыз.

Қорытындылай келе, біз нәтижелерге сүйене отырып, жағымды қатынастардың басқа қатынастарға қарағанда жоғары көрсеткішті көп көрсеткенін көреміз. Бұл дегеніміз сыналушылардың категория бойынша, ұлттық құндылықтарды жоғары деңгейде меңгерген және де күнделікті өмірде жиі қолданады деген сөз. Сондай-ақ, бейтарап қатынастар нәтижесі орта көрсеткішке ие болды, яғни бұл жерде біз кейбір сыналушылардың ұлттық құндылықтарға бей-жай қарайтынын аңғарамыз. Жағымсыз қатынас көрсеткіші төменгі деңгейде. Себебі, аздаған сыналушылардың нәтижелері бойынша, ұлттық құндылықтарға мүлде мән бермейтіндігін көреміз. Сонымен, бұл ізденіс жұмысымыздың келешегін осы ұлттық құндылықтардың және басқа да этнопсихологиялық ерекшеліктерін зерттеу деп белгілей аламыз.

Әдебиеттер:

1. Қазақстан Республикасының ресми сайты: «<http://www.akorda.kz/>»
2. С.М. Жакупов Психологическая структура процесса обучения. Алматы: Издат-во КазНУ, 2004.-320б.
3. «Философия и социология науки и техники». М., 1986;
4. Б.Ә.Әмірова Этностық жаңсақ нанымдар: теориясы мен практикасы /Монография-Павладар: ПМПИ, 2009-395б
5. Психология ғылымындағы этномәдениет мәселелерінің шешілуі / Бердібаева С.Қ., Төлешова Ұ.Б. // ҚазҰУ хабаршысы. Психология және социология сериясы = Вестн. КазНУ. Сер. психология и социология . - 2010. - № 3. - 3-8 б.

Абенова А.Г., Карагандинский государственный университет имени академика Е.А.Букетова, факультет иностранных языков, гр. КАФ-41, студент
(*Научный руководитель — м.г.н., ст.преп. Аишханова С.З.*)

CONTRASTIVE ANALYSIS OF REPETITION IN ENGLISH AND KAZAKH ADVERTISEMENTS

The role of information is very high in today's society, and most of the daily consumable of information is advertising. Advertising language reflects modern phenomenon in the social and cultural life of society, and it creates new meanings that determine the behavior of most people. Therefore, advertising as a multidimensional phenomenon is of great interest to linguists and researchers of related areas.

Since advertising is crucial in our modern society it is one of those disciplines where the use of language has to be employed in the most efficient and effective ways to transmit the message of the businesses to their customers. Therefore, advertising is very important and has become indispensable in our modern life. In the practice of the advertising in English and Kazakh, people pay more and more attention to the use of stylistic devices with an effort to make the advertisement succinct, accurate and vivid and to provide rich imagination and plentiful associations for readers so as to stimulate their desire. The use of stylistic devices in advertisements aims at arousing and persuading consumers to buy what is advertised. And their proper use can make an advertisement sweet to the ear, and pleasing to both the eye and the mind. Thus, a stylistic device as repetition and its various types are the best choice of language for the advertisers to make up ideal advertisements.

There have also been a number of studies on the stylistic devices used in advertising language. However, there are not many deep studies on contrast analysis in English and Kazakh

about a device only. For those reasons, it was decided to carry out a detailed analysis of the topic entitled: Peculiarities of Repetition in English and Kazakh Advertising Language.

The topic of this work is relevant, since with the development of information technology, a rapid expansion of advertising commercial activities began. All of these changes are directly related to advertising texts, which by their significance in the global information process, are compared today with the news texts in the media.

The advertising texts in modern society perform an important communicative function. It is rightly said, that - "advertising - is the engine of progress" in terms of a free market of goods and ideas.

The aim of this work is to outline peculiarities of a stylistic device as repetition in English and Kazakh advertising texts. In accordance with the aim of the research it is expected to perform the following tasks:

- to study advertising text, its structure and classification;
- to study stylistic devices used in English and Kazakh advertising texts;
- to clarify the similarities and differences in linguistic features of repetition in English and Kazakh advertising language.

Since the main point of this study is to point out the similarities and differences of repetition, descriptive and contrastive methods are chosen as the general methodology of the study. English is chosen as the first language and Kazakh serves as the second language.

Scientists as I.R. Galperin, S.Thorne, I. Y. Imshenetskaya, K. Knorre, Ph. Kotler, A. Goddard were engaged in the problems of the study of the language of advertising.

The materials of this study are the modern advertising messages learned from the English and Kazakh printed sources published in the Internet, outdoor advertising. The total number of studied advertisements is amounted to more than 100 examples in Kazakh and English.

The structure of the work consists of introduction, three chapters, conclusion and a list of references.

Repetition of similar structural units may be intensified by lexical and phonetic repetition as anaphora, epiphora, alliteration, assonance.

Many linguists touch upon the problem of repetition. Sara Thorne [1, 154] highlights that *repetition is a device which emphasizes an idea through reiteration. It is a major rhetorical strategy for producing emphasis clarity, amplification or emotional effect. As a unifying device, independent of conventional metrics, repetition is found extensively in free verse where parallelism is reinforced by the occurrence of actual words and phrases, governs the rhythm which helps to distinguish free verse from prose.*

In short, like many stylistic devices, repetition is polyfunctional. The functions enumerated do not cover all its varieties. One of those already mentioned, the rhythmical function, must not be under-estimated when studying the effects produced by repetition. Most of the examples given above give rhythm to the utterance. In fact, any repetition enhances the rhythmical aspect of the utterance.

A rhyme is one of the main factors which brings a special mood into the advertisement text [2, 112]. A rhyme is a repetition of similar sounds (or the same sound) in two or more words, most often in the final syllables of lines in poems and songs:

It takes a licking and keeps on ticking (Timex Corporation)

Accam! Шәлімді баccam! (Assam tea)

With the frequent use of rhyme, it can be said that rhyming has a certain effect on customers' mind concerning phonetic aspect. It looks like a saying, a poem or a piece of music that easily come to one's heart. Thus, readers are likely to easily remember the sentence and the brand name of product as well.

Alliteration is the essence of this device lies in the repetition of similar sounds, in particular consonant sounds, in close succession, particular at the beginning of successive words [3, 125].

M&Ms melt in your mouth, not in your hand. (M&M Chocolate candies)

Ортекс: сөз - іс! (Ортекс)

Anaphora is repetition of a word or phrase at the beginning of every clause.

Maybe she's born with it,

Maybe it's Maybelline. (Maybelline)

Көбірек сезін. Көбірек тат. (Bacardi)

Epiphora is repetition of the same words or words at the end of consecutive sentences, clauses or phrases.

Feel more. Taste more. (Bacardi)

Бір шағын шыны аяқ біреуіңіз үшін. Үлкен өнертабыс адамзат үшін! (Nescafe)

Mesodiplosis is repetition of a word or phrase at the middle of every clause.

You can do it. We can help. (Home Depot)

- no example has been found in Kazakh

Anadiplosis is the repetition of the last word of a preceding clause.

An **epizeuxis** is the repetition of a word or phrase in immediate succession, for vehemence or emphasis.

Taste Me! Taste Me! Come on and Taste Me! (Doral Cigarette)

Мейрам келе жатыр! Мейрам келе жатыр! Шаттыққа толы дәмі сергітетін, нағыз мейрамның дәміне не жетеді! (Кока-кола)

Hardly example of anadiplosis found in Kazakh advertisements. And it does not stand alone but combines with anaphora and conduplicatio.

Conduplicatio is the repetition of a word in various places throughout a paragraph.

Values and values for you (VIB Bank)

Be all you can be (US Army)

Ұзақ жұмыс істейді. 10 есе ұзақ. (Duracell)

In brief, the rhetorical operation of repetition combines multiple instances of some element of an expression without changing the meaning of these elements. In advertising language, repetition involves using the same word or phrase, especially the original characteristic of the product again and again in the text. That is because it helps to imprint the message of producers in the memory of the consumers. Therefore, it is not surprising that repetition is dominantly used in advertising language.

Repetition of Structure in English Advertising Language (EAL) and Kazakh Advertising Language (KAL)

Phrasal Level

It is likely that most noun phrases come in basic English and Kazakh noun phrase structure consist of a head and optional modifiers:

Premodifier(s) + Head + Postmodifier(s)

* **Possesive + NP**

Your potential. Our passion (Microsoft)

Сенің басқа қырың. (Miller)

Менің жібектей нәзік шоколадым! (Dove)

* **Article + N**

The Army. The Edge. (US Army)

- no article in Kazakh

* **Adj + N**

Right service. Right price. (Ford, Australia 1970)

Мінсіз нәзіктік. (Nestle)

* **Intensifier + Adj + N**

No secluded beach

No sun-bronzed beauty

No mega-dollar yacht ... (Superlights Cigarettes)

- no example has been found in Kazakh

Sentential Level

a. S + V + O + A

You got peanut butter in my chocolate!

You got chocolate in my peanut butter! (Reese's Peanut Butter Cups)

- no example has been found in Kazakh

b. S + V + O + C

You've Got a Lot to Live, Pepsi's Got a Lot to Give (Pepsi)

- no example has been found in Kazakh

c. S + V + O

If it's a King, It's a Hillbilly - If it's a Hillbilly, it's a King (King Record)

- no example has been found in Kazakh

d. S + V + A

If it's on, it's in (Radio Times, MCB D)

- no example has been found in Kazakh

e. S + V

Kid tested. Mother approved (Kix breakfast Cereal)

Red Bull қанаттандырады! (Red bull)

Table 4. The occurrence of repetition in EAL and KAL

	English	Kazakh
Repetition of Sound		
<i>Rhyme</i>	+	+
<i>Alliteration</i>	+	+
Repetition of word		
<i>Anaphora</i>	+	+
<i>Epiphora</i>	+	+
<i>Mesodiplosis</i>	+	-
<i>Anadiplosis and Epizeuxis</i>	+	+
<i>Conduplicatio</i>	+	+
Repetition of structure		
<i>Phrasal level</i>		
<i>Noun Phrase</i>	+	+
<i>Verb Phrase</i>	+	+
<i>Adjective Phrase</i>	+	+
Continuation of Table 4		
<i>Sentential Phrase</i>		
S + V + O + A	+	-
S + V + O + C	+	-
S + V + O	+	-
S + V + A	+	-
S + V	+	+

Similarities

- Simple, concise, vivid and attractive are similar features in advertising language both in English and Kazakh.

- Repetition and its types in English and Kazakh advertising language have high aesthetic effects in expressing ideas and drawing attention to products or services, making a strong impression on customers in order to arouse their interest of buying products and services.

- Repetition of structure accounts for the highest frequency in English and Kazakh advertising language. Ranking after repetition of structure is anaphora in both English and Kazakh.

- English and Kazakh repetitions often do not operate alone but combine together. That is to say, both English and Kazakh are highly aware of the perfect combination between repetitions in advertising language. They play a cohesive role to create the coherence for each advertisement.

- Advertisers always take advantages of effects that stylistic devices bring about to highlight the main objective of advertisements.

- to get people be attracted by their products and services. Through these devices, the message lies in each advertisement can be conveyed thoroughly thus motivates customers to think of and buy their products and services.

Differences

- The number of repetition of sounds is higher in English advertising language than that in Kazakh.

- The number of alliteration in English and in Kazakh seems to be equal.

- In term of repetition of words:

+ Anaphora and epiphora in Kazakh account for a higher frequency than those in English.

+ Adiplosis and conduplicatio in English have a much higher frequency than those in Kazakh.

- To the repetition of phrase structure:

+ English advertising language outnumbers Kazakh advertising language in noun phrases.

+ Kazakh advertising language tends to use more adjective phrases.

- English advertisements employ a more variety of surface structures than Kazakhones.

Kazakh advertising is a fairly new sociocultural phenomenon. The Kazakh advertising was formed largely due to the influence of Western culture, and there are a number of similarities and differences between them.

On one hand, there are lots of borrowings of Western and Kazakh compositional techniques of creating materials, advertising images, and lexical means, specific syntax, as well as uncritical borrowings of the Western consumer and advertiser images in the Kazakh advertising. On the other hand, in Kazakhstan, the advertising plays a role of a certain literary text, belles-lettres style. So our advertising may not be very interesting for an advertised product, but might be interesting for history with which this product is associated.

Unlike the English advertising, which tends to give a certain idea, the most successful Kazakh advertising tells a story (a history of a product: how it was manufactured, done, made and what it can be used for). Therefore, the Kazakh advertising focuses not on the content but on the form of expressiveness i.e. stylistic devices. And in order to make people buy the offered product the advertisers try to create easily remembered ads with the help of repetition.

The research is carried out in the light of stylistics. It is a descriptive and contrastive analysis of repetition in advertising language. This study has tried to present and interpret stylistic features of one commonly used stylistic devices in advertising communication. Especially, the discussion has highlighted the similarities and differences in stylistic features of repetition in advertising language in the two languages.

In this work, peculiarities of repetition English and Kazakh advertising text were investigated. In the course of this work we have studied:

1) the nature of the advertising text, its structure, classification and functional features;

2) the stylistic tools as a way of expression in advertising;

3) the similarities and differences of repetition in advertising language in English and Kazakh media.

In the course of the study English and Kazakh language advertising texts have been analyzed from the point of view of the scope of use (cosmetics, food products, household appliances, etc.) of the recipient (women, men, youth, etc.) as well as the position of the vocabulary, grammar and stylistics.

The research maybe a good assistance for English teachers in transferring the knowledge of advertising in general and advertising slogans in particular to their own students. They will have a deeper insight into the contrastive analysis between English and Kazakh advertising slogans with respect to linguistic features. Moreover, the teachers can make the study their additional resources in teaching which may meet the studying demands of their students.

It is important to note that attention to advertising language increases communicative value of the ads. This aspect requires a more thorough study, as it provides the main impact on the

consumer.

So, advertising language as a special kind of language is very different from common language. It has its own features in morphology, syntax, and expressive means. Simple and attractive are repetitive features of advertising language in English and Kazakh. Different as they are, all the advertisements are alike in one important way. It is a stylistic device as repetition that makes advertisements more effective and persuasive.

References

1. S.Thorne. Mastering advanced english language.-M.:Palgrave,2001. – p.202.
2. V.V. Vinogradov. Stylistics: Theory of poetic language. Poetics.-M.:USSR Science Academy,1963. – 237.
3. I.R. Galperin. Text as an object of linguistic research.-M.:Komkniga, 2007. – p.144.

Адилбекова А.А., Карагандинский государственный университет имени академика Е.А.Букетова, филологический факультет, гр. РЖ-32, студент
(*Научный руководитель – магистр Демьянова Ю.А.*)

КИНОКРИТИКА КАЗАХСТАНА: СОСТОЯНИЕ И ПЕРСПЕКТИВЫ РАЗВИТИЯ

Одним из основополагающих жанров аналитической журналистики является рецензия. До сегодняшнего дня данный жанр остается малоизученным, однако, этот факт не уменьшает необходимости дальнейшего развития его в мировом и отечественном медиа-пространстве. Такой аналитический жанр как кинорецензия является одним из наименее развитых и достаточно сложных в своей структурно-содержательной форме.

Программа «Культурное наследие» в Республике Казахстан акцентирует внимание на строительстве новой суперсовременной киностудии, которая смогла бы ответить всем требованиям современной техники. Вследствие создания новой киноиндустрии и дальнейшей поддержки ее деятельности станет возможным реализация потенциала казахстанского кинематографа, что приведет за собой спрос на развитие жанра кинорецензии.

Кинематографический кризис Казахстана обусловлен слабостью финансирования, отсталостью материально-технической базы по сравнению с западным форматом. Отсюда вытекает нехватка квалифицированных кадров, способных вывести нашу страну на зарубежный уровень. Однако, этот факт не стал преградой для создания в 2014 году на базе общественного фонда «Центр Центральноазиатской кинематографии» независимого объединения ведущих экспертов в области кинокритики и киножурналистики Казахстана. На сегодняшний день в его состав входят такие казахстанские журналисты как Ольга Малышева, Инна Смаилова, Дмитрий Мостовой, Тулеген Байтуkenов, Олег Борецкий и Карим Кадырбаев, с работами которых можно ознакомиться на официальном сайте ассоциации, который переживает сегодня явный застой. Следует также обратить внимание на отсутствие в Казахстане специализированных курсов, направленных на углубленное изучение истории и проблематики кино, его специфических особенностей, а также способов его анализа.

Недостаток отечественных специалистов в киноиндустрии и киножурналистике так или иначе сказывается на востребованности и интересе населения, ставив в приоритете у народа, как правило, американские или российские масс-медиа.

В подтверждение этому в феврале текущего года министр коммуникации и информации РК Даурен Абаев поделился результатами социологических опросов. По их итогам был сделан вывод, что в действительности наша страна уступает зарубежью и нуждается в новом подходе решения данной проблемы. В числе приоритетных направлений по развитию телевидения и радио министр выделил несколько аспектов. Среди них усиление конкурентоспособности отечественных телесериалов в сравнении с сериалами иностранного