

2. Гумбольдт фон В. Избранные труды по языкознанию / Вильгельм фон Гумбольдт; пер. с нем. под ред., с предисл. [с. 5–33 и примеч.] Г. В. Рамишвили. – М. : Прогресс, 2000. – 397 с.
3. Дровникова, Д. А. Важность изучения английского языка как инструмента межкультурного и межличностного общения / Д. А. Дровникова, М. В. Шурупова // На пересечении языков и культур. Актуальные вопросы гуманитарного знания: научно-методический журнал. – Киров, 2020. – № 2 (17). – С. 111–115.
4. Кабакчи, В. В. Практика англоязычной межкультурной коммуникации / В. В. Кабакчи. – СПб. : Издательство «Союз», 2001. – 480 с. (Серия «Изучаем иностранные языки»).
5. Тарасов, Е. Ф. Проблемы теории речевого общения // Вопросы психолингвистики. – 2010. – № 12 – Электронный ресурс. – URL: <https://cyberleninka.ru/article/n/problemy-teorii-rechevogo-obscheniya-1> (дата обращения: 22.09.2021).
6. Weaver, G. R. Culture, Communication, and Conflict: Readings in Cross-cultural Relations / G. R. Weaver. – Boston, MA: Pearson Pub., 2000. – 563 p.

UDC 659.1.012.12

## ADVERTISING AS A FORM OF MODERN MASS COMMUNICATION

## РЕКЛАМНЫЙ ТЕКСТ КАК ФОРМА СОВРЕМЕННОЙ МАССОВОЙ КОММУНИКАЦИИ

*Ivanova N., Kirillova A., Merenkova D., Shurupova M.\**

*State University of Humanities and Technology, Russia*

*e-mail: shurupovamaria.en-ru@yandex.ru\**

*Иванова Н.Г., Кириллова А.В., Меренкова Д.Е., Шурупова М.В.\**

*Государственный гуманитарно-технологический университет,*

*Российская Федерация*

*Keywords: advertising, slogan, expressiveness, communication, impact.*

*Ключевые слова: реклама, слоган, выразительность, коммуникация, воздействие.*

*Abstract. The article studies the advertising text in general and the advertising slogan in particular as tools of mass communication in modern society. The authors consider the main functions inherent in an advertising slogan from the viewpoint of achieving the ultimate goal of an advertising campaign – that of an impact on a potential buyer. The authors come to the conclusion that advertising as a modern form of communication is specific, and its potential has not been fully explored.*

*Аннотация. Статья посвящена анализу рекламного текста в целом и рекламного слогана в частности как инструментов массовой коммуникации в*

*современном обществе. Авторы рассматривают основные функции, присущие рекламному слогану, с точки зрения достижения конечной цели рекламной кампании – воздействия на потенциального покупателя. Авторы приходят к выводу, что реклама как современная форма коммуникации специфична, и ее потенциал до конца не изучен.*

Modern advertising is a rapidly developing form of communication and as a phenomenon it is unique and multifaceted. In this respect scientists from completely different fields, such as politics, linguistics, psychology and sociology, distinguish the meaning and interpretation inherent in their kind of activity. Linguists work with means of speech expressiveness and process the incoming information from a linguistic point of view, as well as analyze the verbal aspect.

Psychologists and sociologists study the advertising phenomenon from the point of view of its impact on a person's consciousness and mind. Advertising requires a lot of attention from a psychological point of view, since an advertisement can create conditions for handling the mechanism in which a "dialogue" between a potential consumer and the advertiser occurs.

Political scientists view advertising as a way of influencing public opinion and controlling a person's consciousness. This can be especially clearly seen as a manifestation of loyalty in any political party. In such an advertisement, one can trace a listing of the significant advantages of a particular political organization, aimed at understanding on the part of a consumer.

Regarding the definition of the term "advertising", the most clear and understandable meaning for the modern reader will be as follows: "Advertising serves to notify in various ways (sometimes all available) about new goods or services and their consumer properties and is aimed at a potential consumer and serves to promote the company's products and ideas. Advertising is a part of the company's communication activities, along with publicity (propaganda, influencing consumers to increase demand for goods and services) and sales promotion" [3].

"The etymology of the word "advertising" itself helps to reveal some of its genetic aspects. The common source is generally recognized as the verb "reclamare" – to shout or shout out. This verb well reflects the stage of existence of oral verbal advertising. This lexeme was preserved in a number of Western European languages through French fusion and took root in Russia" [2].

Considering the concept of advertising in a narrow sense, one can single out the concept that advertising is a special type of communication between a consumer and an advertiser, where information about goods or services is supposed to be disseminated. Dissemination of information has a wide range of tools, such as advertising in the media or the use of advanced technologies. The most important thing is to have the communicator and the recipient together with a set of relationships between them. However, advertising has both advantages and disadvantages. Among the advantages of advertising, the following should be highlighted:

- ability to attract a large number of people from the target audience;
- ability to compose, change and edit advertising text or video;

- stimulating demand for a product or service;
- high probability of advertising to be seen by the consumer.

Among the disadvantages of advertising, the following should be considered:

- often high production and placement costs;
- possible negative interpretation of advertising by potential consumers;
- high competition on the market.

In today's world, we can hardly see any advertisement copy or integration without a slogan. It is an important component in the creation and promotion of a brand, product or service. The compilation of an advertising slogan is based on psychology, a competent understanding of marketing operations, and so on.

T.A. Chabaniuk characterizes the advertising slogan as follows: "this is a short advertising motto, call, headline, aphorism, preceding the advertising message" and also understands the slogan as "one of the main means of attracting the attention of the target audience, which most often determines the effectiveness of the advertising message" [6].

K.V. Safarli and K.K Tenenbaun consider the slogan as a special "mirror" of culture, objectively reflecting the communication environment of society. "This conclusion is justified, since the slogan seeks to "speak" the same language with the consumer, to be as clear as possible and close to the audience it is addressing. On the other hand, the slogan is designed to fulfill a specific pragmatic task: to attract the attention of a potential consumer, stimulate a purchase and bring profit to the advertising company. Therefore, it must be understandable to the target audience and influence its motives" [4].

At all times, the slogan has been an important part of an advertising campaign and is an excellent tool for attracting the attention of potential consumers. It can be called one of the main components of the corporate identity of the company. T.A. Chabaniuk considers the main requirements for the advertising slogan: "brevity, simplicity, ease of memorization. In the advertising message, the slogan is placed in the most advantageous position and is one of the mandatory elements. It must also meet the following requirements: to be memorable, encouraging to make a purchase, winning the attention of a consumer" [6].

A list of an advertising slogan functions as an element of any advertising text includes:

- acting function. Advertisers know that their slogans emotionally affect customers and thus literally force them to buy a product or use a particular service. A psychological and emotional load on a potential buyer is obvious, which thereby leads to an increase in the company's sales, E.g., Age is just a number [9];

- informative function. O.A. Turbina and M.S. Saltykova note that "to attract the addressee to the main idea and present it in an extremely laconic form is one of the main functions of the slogan: the meaning of the message content is condensed, pursuing the goal of involuntarily retaining in the memory a whole network of meanings and associations generated by the slogan" [5], e.g., Now every angle becomes your best angle [8];

– attractive function. This function affects the brand awareness of the company and attracts the attention of consumers to its mission, concept and type of activity. Due to the tough struggle in the global market, they often resort to promoting the brand through any conflict situations that will then be heard. Scandalous articles, violation of business ethics, aggression in advertising are also used, e.g., Join the cult. Drier skins welcome [7];

– presentation function. Creating a positive image and attitude of the company or the services it offers. Through advertising, one or another positive side of the company and the services it offers are emphasized. Here, an advertising slogan can in a nutshell reflect the readiness to solve any problems of a consumer and a high desire to do so, e.g., Look as beautiful tonight as you did this morning [10].

The main purpose of using the advertising text in general and the advertising slogan in particular is to encourage a consumer to make a purchase, change his opinion towards a particular product from a positive point of view, evoke trust and prove the absolute irreplaceability and usefulness of the advertised product.

#### References

1. Колокольцева, Т. Н. Слоган как ключевой компонент рекламного текста // Рекламный дискурс и рекламный текст: кол. монография / науч. ред. Т. Н. Колокольцева. – М. : ФЛИНТА-Наука, 2011. – С. 147–171.
2. Николаева, М. А. История рекламы и средств массовой информации: курс лекций [Текст] + CD : учебно-методический комплекс / М. А. Николаева; ФГБОУ ВПО «Урал. гос. пед. ун-т». – Екатеринбург, 2012. – 174 с.
3. Синяева, И. М. Основы рекламы : учебник и практикум для СПО / И. М. Синяева, О. Н. Жильцова, Д. А. Жильцов. – М. : Изд-во Юрайт, 2016. – 552 с.
4. Сафарли, К. В. Типологические характеристики рекламного слогана как особого жанра рекламного текста / К. В. Сафарли, К. К. Тененбаум // Молодежь и наука: сб. матер. IX Всероссийской науч-технич. конференции студентов, аспирантов и молодых ученых с междунар. участием, посвященной 385-летию со дня основания г. Красноярска. – Красноярск : Сибирский федеральный ун-т, 2013 [Электронный ресурс]. – URL: <http://conf.sfu-kras.ru/sites/mn2013/section082.html> (дата обращения: 20.09.2021).
5. Турбина, О. А. Принципы организации рекламного слогана / О. А. Турбина, М. С. Салтыкова // Вестник ЮурГУ. Серия Лингвистика. – 2012. – № 2 (261). – С. 50–54.
6. Чабанюк, Т. А. Теория и практика рекламы : учеб. пособие / Т. А. Чабанюк. – Комсомольск-на-Амуре: ФГБОУ ВПО «КНАГТУ», 2013. – 62 с.
7. FAIRLADY [Электронный ресурс]. – URL: <http://fairlady.com/> (дата обращения: 20.09.2021).
8. GLAMOUR [Электронный ресурс]. – URL: <http://www.glamourmagazine.co.uk/> (дата обращения: 20.09.2021).

9. Harper's bazaar [Электронный ресурс]. – URL: <http://www.harpersbazaar.com/> (дата обращения: 20.09.2021).
10. NEW! [Электронный ресурс]. – URL: <http://www.new-magazine.co.uk/home/> (дата обращения: 20.09.2021).

UDC 811:004.9

**USE OF INTERNET RESOURCES IN THE PROCESS  
OF TEACHING FOREIGN LANGUAGES**

**ИСПОЛЬЗОВАНИЕ ИНТЕРНЕТ-РЕСУРСОВ В  
ПРОЦЕССЕ ОБУЧЕНИЯ ИНОСТРАННЫМ ЯЗЫКАМ**

*Imperovich V.*

*Vitebsk State Technological University, Belarus*

**Имперович В.В.**

*Витебский государственный технологический университет, Республика Беларусь*

*Keywords: internet resources, foreign language, information technologies, practice, learning process, experience, purpose.*

*Ключевые слова: интернет-ресурсы, иностранный язык, информационные технологии, практика, процесс обучения, опыт, цель.*

*Abstract. This article deals with the use of modern internet resources in the practice of teaching foreign languages in universities. The use of internet resources is an important component of the learning process. The aim of the article is to study the experience of using of internet resources in the process of teaching foreign languages to students in universities.*

*Аннотация. Данная статья рассматривает использование современных интернет-ресурсов в практике преподавания иностранных языков в вузах. Использование интернет-ресурсов является важным компонентом процесса обучения. Цель этой статьи – изучить опыт использования интернет-ресурсов в процессе обучения иностранным языкам студентов в вузах.*

The use of internet resources in foreign language lessons is an important component of the learning process of a foreign language. The purpose of internet resources is to study the experience of using information technologies in the process of teaching foreign languages in universities. The advantages and disadvantages of modern internet resources are characterized in the article. The experience of using internet resources in the process of teaching a foreign language in universities is described. It is pointed out that the experience of using internet resources in the process of studying a foreign language makes it easier for students and creates a common environment for them. They help to overcome the language difficulties for students. Thanks to new modern technologies the study of a foreign language can be carried out beyond the limits of practical lessons. The new achievements in the field of internet resources provide great