The Pragmatic Aspect of the English Words in the Kazakh Texts of Advertisements

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Abstract

The development of the Kazakh text of advertisements is dynamic, successfully developing and constantly changing space, reflecting the dominant influence of lexical units in the modern era of the English-speaking society, which is based on the appearance of a new lexeme, having stems transmitting its information base as a component in a new expressive form. Strengthening and providing the borrowing is due to the intensifying globalization of international relations, the growth of contacts, worldwide promotion of English and intensification of telecommunications and Internet technologies, which in its turns, lead to a new foreign words – the English words in the Kazakh texts of advertisement. The actuality of this paper based on the fact that studies on the problems of borrowings in the Kazakh language, mainly affect the general issues, while the area of advertising, which is the best reflection of the change in the modern language, not completely described from such points of view as thematic classification of the English borrowings and as well as a pragmatic significance in using the foreign words in the texts of advertisements. The theme of borrowing in the light of the theory which considers language contacts and analyzing its development in the Kazakh language is incompletely explained, there are unresolved questions related to the classification of new words and their pragmatic aspect which is achieved in the host language.

Keywords*:* pragmatics; texts of advertisements; English words.

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1. Introduction

It is a well-known and undeniable fact that an international English language has emerged and appeared in relatively all spheres of human beings due to a globalization and cultural relationship and integrity among the English and Kazakh societies. The Kazakh language has adopted a considerable number of the English words beginning from the XX century, particularly in the last few decades. It is believed that the English language appearing as a international language of communication keeping and transmitting information, has significantly affected the Kazakh language, especially one of the considerably influenced social communicative sphere as texts of advertisement. Moreover, expanding cultural ties between Kazakh and English societies raises the problem of the interaction of language and, in particular, the problem of drawing one of the first places among the urgent and current problems of linguistics as borrowings, and in this case the English borrowings in the Kazakh texts of advertisements.

The considerable and constant interest in this problem signifies and highlights a remarkable importance of the English borrowings in the language. The Kazakh advertising, whose language is closely related to language change and reflects the main trends in the development of language, has absorbed a large number of the English borrowings.

As it has been rightly noted by N.A. Nazarbayev in the «Strategy «Kazakhstan – 2050»: a new policy of the established state»: «It should be considered that every language only when interacting with other languages can grows and develops. İf today's scientific terminology was composed by the Latin language, nowadays, in the age of informative technology new words and terms of the English language are appearing in the world nations' languages. We also should be involved in this process» (Nazarbayev, 2012).

The actuality of this paper based on the fact that studies on the problems of borrowing in the Kazakh language, mainly affect the general issues, while the area of advertising, which is the best reflection of the change in the modern language, notcompletely described from such points of view as thematic classification of the English borrowings in the texts of advertisements and as well as a pragmatic significance in using the foreign words in the texts of advertisements. The theme of borrowing in the light of the theory which considers language contacts and analyzing its development in the Kazakh language is incompletely explained, there are unresolved questions related to the classification of new words and their pragmatic aspect which is achieved in the host language. These features cause the relevance of this study. Moreover, rapidly developing dialogue of cultures and an increasing role of the English borrowings in the enrichment and development of the language contributes to the need for research the trends of borrowing in the Kazakh texts of advertisement; replenishing process and considerable increase of the English borrowings in the Kazakh advertisements and issues related to decoding an information they (English borrowings) possess and provide also cause the relevance of the work.

Object of study **–** lexical items of the English-speaking society which are included in the scope of the lexical space of the Kazakh language for expressive and colorful representation of the advertised products, goods and services.

Subject of research **–** pragmatic characteristics of the English borrowings in the texts of the Kazakh advertisements.

To solve the objectives of the work the following methods were used:

-The method of contextual analysis;

-The method of quantitative analysis;

-The method of component analysis of language units;

-The method of pragmatic analysis.

The academic novelty is in considering the problems associated with the adoption and development of a new vocabulary by means of the Kazakh texts of advertisement, as well as in the analysis of the English borrowings presented in the texts that promote products, goods, services. In this work is given a complete and systematic pragmatic characteristics of the English borrowings, presented and examined the Kazakh texts of advertisements with the most frequent used borrowings, given the thematic classification of English borrowings and described its features of their functioning in advertising texts.

This paper summarizes:

- An accumulated knowledge about an investigation of the process of the English borrowing, namely the process of entering of the English words into the system of the Kazakh language based on the materials of the texts of advertisements; contributes to the development of lexicology, considering the objective definition of the degree of influence of the English language on the modern Kazakh language, as well as studying the pragmatic role the English borrowings in the Kazakh texts of advertisement;

-Results clarify the degree of influence of the English borrowings on the lexical subsystem; implementing the information about the state of modern Kazakh language and deepen the presentation of the dominant role of English as the most important means of international communication.

2. Theoretical and methodological basis for pragmatic analysis

The word «pragmatics» was derived from the Greek word «pragma» which means «deed» or «action». Pragmatics has emerged as a reaction against the hitherto-purely formalist approach to language study; an approach which had deprived man of the most outstanding of his ability; the ability to negotiate a meaning to the world instead of extracting a meaning that was already there. The emergence of pragmatics has caused the replacement of the idea of «linguistic competence» with «communicative competence». The term «pragmatics» was first introduced by Charles Morris, a philosopher. He contrasts pragmatics with semantics and syntax. Linguists who have championed the cause of a context-dependent layer of linguistic study included: Austin, Lyons, Searle, Leech and Halliday (Alagbe & Yahaya, 2015).

A pragmatic analysis of language use in advertisement is an investigation of how language has functioned in communication between the advertiser and his audience. This has incorporated the fields of linguistics, philosophy, communication theories, psychology and marketing. Leech has cited «that English of advertising has aroused though hardly engaged the interest of linguists». We understood the pragmatic analysis of language to be the investigation into that aspect of meaning which was derived not from the formal properties of words and constructions, but from the way in which utterances were used and how they related to the context in which they were uttered. The scope of pragmatics includes:

• The message being communicated;

• The participants involved in the message;

• The knowledge of the world which they share;

• The deductions to be made from the text on the basis of the context;

• The impact of the non-verbal aspect of interaction on meaning.

As we know too well, when we are saying something, we usually have some purpose in mind. We use the language as an instrument for our purpose. One and the same word or sentence may acquire different meanings in communication. This type of meaning is called pragmatic. The study of the relationship between linguistic units and the users of those units is done by pragmatics.

Moreover, it will be proper to clarify that all texts of advertisements are studied and investigated by certain paradigm: by identifying speech acts. We have examined the pragmatic context by analyzing speech acts performed in all texts of advertisements (TV, Street and transit). Thus, in this study, we have investigated the dimensions of language in commercials and advertisements of three varieties (TV adverts, street and transit) adverts by using the tools of pragmatics, evolved by different theorists in the literature: speech acts, (locutionary, illocutionary and perlocutionary acts) presupposition, mutual contextual beliefs, world knowledge, non-verbal communication, etc. However, the classification of speech acts by different theorists, directs the analyses done in this study.

Scholars have opined that the classification of speech acts is intractable. Campbell has posited that having a workable taxonomy of illocutionary forces is a prerequisite for the investigation of illocutionary acts. From the classifications of diiferent theorists, we have understood that speech acts included among others, Assertives, Predictives, Descriptives, Ascriptives, Confirmatives, Informatives, Concessives, Retractives, Assentives, Dissentives, Responsives, Suggestives, Suppositives, Requestives, Questions, Prohibitives, Advisories, Permissives, Promises, Offers, Apologize, Condole, Congratulate, Greet, Thank, Bid, Accept, Reject and Praise. Scholars have argued that speech act verbs are versatile enough to fit into different categories of illocutionary forces; for example, «to persuade H» is «to convince H» «that P» (where «H» and «P» are «Hearer» and «Proposition» respectively).

The study of speech acts (which is the core of pragmatics) has grown appreciably, but from a theoretical perspective in particular. In this study, we have extended the theoretical base of speech act study, to practical climes, using textual samples that are probably different from those analyzed in previous studies of lang uage use in advertisements; also, we have made critical comments that appeared novel in the literature of pragmatics.

The study has contended that advertisers are not unaware of the nature of communication; they have known that communication could make or mar society, unite or separate people, foster or destroy ties, promote or hinder patronage. We have posited that language should be appropriately used in adverts. Advertisers have achieved their illocutionary goals by skillfully manipulating linguistic and para-linguistic elements of communication. For example, advertisers have decided on what constituted captivating, exciting, persuasive and all- embracing language. Many business organizations have failed because of lack of patronage which was traceable to poor advertising strategies. The consumers or would-be consumers may not be fascinated by certain products, but by the pragmatic use of language (the speech act machinery) in the advertisement of such products. We have aligned with the philosophical saying that «the word is mightier than the sword».

We have noted that people have the general belief that the language of advertisement is exaggerative and deceptive. People have claimed that advertisers deliberately manipulated language to achieve intended persuasive effects. However, we have observed that advertisement might not be successful if the pragmatics is sacrificed on the altar of persuasive language; advertisers did not just use speech acts to persuade, but have also taken care to adhere strictly to pragmatic matrix. It has noted that misinformation could be effected in variety of ways:

1) Presentation of incomplete information.

2) Use of vague or ambiguous terminology from which readers find erroneous meanings.

3) Biased selection of information given to the audience.

This is so especially because selection of material is inevitable since nobody can say all there is to say about an issue. Coupled with this, is the fact that in advertisement discourse, the speaker is expected to feel obliged to persuade the audience to accept his point of view. Nevertheless, we have submitted that this persuasion should be achieved through fairness rather than through unreliable means, and the speaker might accept the responsibility to provide such information that would guide the audience to make sound and independent choices.

Man has used language (as evident in commercial adverts), to communicate his individual thoughts and feelings as well as psychological experience. The advertiser, for example, has personal feelings about the taste of the public (he may even have sound knowledge of it) and the desire of the consumer (since he has assumed that the consumer is a rational thinker); a rational thinker would read the advertisement contents on different products and decide which was preferable despite his background knowledge of how deceptive language of adverts could be. The pre-knowledge that the public are aware of the deceptive linguistic and paralinguistic dimensions which most adverts take, did not mean that the advertiser would use destructive adjectives to market his products, as doing so would amount to mere publicity rather than advertisement. Adverts are fundamentally meant to promote a product rather than to destroy it. In order to establish social relationships, the advertiser has used language; the advertiser has known that linguistic prowess was needed to hold and sustain patronage. Consumers should be made to identify with the product being advertized for a long period of time, regardless of geographical barriers; we have noted that some Nigerians who live in other countries, still rely on their indigenous, favorite, consumer products. It is when an advertiser has successfully achieved this, that it could be said that his advertisement strategies was effective .

The study has found it crucial to explore pragmatics in the investigation of:

1) Whether or not the advertisers have used language to actually mean what they said;

2) Factors which have informed advertisers' illocutionary strategies;

3) The effects which the linguistic dimensions of advertisement had on the audience;

4) The pragmatic feature to the lingering problems associated with language use in advertisements.

During our investigation on pragmatic aspect in the texts of advertisements and making analysis we have found out that advertisers have targeted their adverts at society, using social realities; advertisers have used language to achieve intended effects on the target audience with whom the advertisers have shared same background knowledge. The study has noted that both linguistic and paralinguistic elements are employed by advertisers as illocutionary strategies. For effective advertising, advertisers have employed the norms (formal properties) and pragmatics (individualistic dimensions) of language use as well as other media of communication.

Scholars have opined that for a meaningful analysis of texts through a pragmatic-analyst approach, it is necessary to acknowledge the fact that pragmatics, syntax and semantics co-exist. Adding to this observation, Brown and Yule stated that any analytical approach to linguistics, which involves contextual considerations belongs to that area of study called pragmatics. They commented further on context phenomenon, saying, «the actual context is defined by the period of time and the place where the common activities of speaker and hearer are realized and which satisfy the property of «here» and «now» logically, physically and cognitively».

We observed that the pragmatic theories of Austin, Grice, Bach and Harnish as well as Adegbija's approach as described below: «According to Austin, posited that words count as actions, being that in uttering certain words in certain contexts, actions are done, as long as the felicity conditions for the performance of such locutionary acts were met by participants of discourse. We have noted that his classification of speech acts into locutionary, illocutionary and perlocutionary acts was useful in this study, because such classifications have shown that advertisers' choice of words have conveyed intended illocutionary forces and have also generated or yielded intended perlocutionary effects on the target audience».

Grice has contended that the Cooperative Principle of Conversation, spelt out by maxims of Quality, Quantity, Manner and Relevance generate conversational implicatures, when flouted by participants of discourse. He has submitted also, that besides conversational implicatures, there are conventional implicatures, which are generated from the conventional meanings of words. We have noted that in

sign-board adverts, conventional implicatures are common, as advertisers rely on the senses which words have in the minds of the audience.

The pragmatic theory of Bach and Harnish is intention and inference-based. They have contended that S (Speaker) should use language in such a way that H (Hearer) should understand S's intention, whether literal or non-literal; the inferential process according to Bach and Harnish, is facilitated by MCBs (Mutual Contextual Beliefs) between S and H, as well as their world knowledge; we have posited that, it is the common ground knowledge between an advertiser and his audience, that the advertiser has relied upon in his advertising strategies, in terms of verbal and non-verbal communicative elements.

Adegbija's approach to pragmatics is an extension of Bach and Harnish's theory. It is anchored by the «Master Speech Act» and «pragmasociolinguistic» concepts. The Master Speech Act incorporates the totality of the layers of meaning which utterances have. The pragmasociolinguistic concept on the other hand, has to do with the pragmatic, social and linguistic aspects of context, which generate textual meaning.

To sum up this chapter, it can be said pragmatics is the study of the relation of linguistic units to people who communicate. İn other words, the effect the utterance has on the audience is of a relevant importance in advertisement texts. As the main purpose of the advertisement is to persuade the targeted audience that advertised product is the best one, in this regard, pragmatic aspect, undeniably, is one of the key factors in the texts of advertisement.

3. Investigation on the pragmatic context in the selected kinds of advertisements (TV, street and transit)

We selected samples for analysis using parameters derived from Emuchay. The parameters included: clarity of message, quality of pragmatic features, linguistic richness, accessibility of message, depth and thematic coverage. These are briefly explained below:

Clarity of Message*:* We based our selection on thematic precision of the texts; the cohesive devices and language choice of advertisers have produced these features.

Quality of Pragmatic Features: We observed that notions evolved by theorists in the literature of pragmatics, are indispensible in the pragmatic analysis of texts; hence we have considered in this study, the pragmatic components in the adverts selected.

Linguistic Richness: On the basis of language aesthetics, we selected advert samples; we have noted that a pragmatic study should be interested in creative use of linguistic and paralinguistic elements in advertisements.

Accessibility of Message: We selected texts that were immersed in socio-cultural contexts (texts which depicted the state-of-affairs in the society).

Depth: We have noted that selection was also based on the fact that each of the advert samples conveyed events of life in varying dimensions and degrees; they treated issues that were of both immediate and remote relevance to the audience.

Thematic Coverage: We covered different themes across domains of life in our choice of samples: technology, cosmetics, business, domestic, etc.

Overall, we have analyzed three varieties of Kazakh texts of advertisements with the English borrowings, such as TV, street and transit adverts. Thus, after identifying the speech acts in each type, we have examined the pragmatic context that generated in these adverts in the following table.

Table 1. The functioning of English words in the Kazakh texts of advertisements

№	Product	Sample Kazakh text of advertisements	Pragmatic context by English borrowings
TV ADVERTİSEMENTS			
1	The service of the Internet from Beeline	Көктемде де, жазда да *Интернеттен* жыл бойы қол үзбе! Beeline-нің *лимитсіз* интернеттен 1 жыл бойы пайдалан! *USB-modem* сатып алып немесе интернет 1 жыл бойы тегін қызметін қосып, телефоннан немесе *планшеттен*, сонымен қатар сыйлыққа *Youtube-қа* тегін кір! Қосыл!"	It is obvious that advertisers make an effort to persuade the TV audience to buy the service offered by the Beeline company. On the one hand, the usage of the English borrowings considerably attracts the audience and on the other hand, the persuasive function is reached by means of the grammatical form of the verb in a imperative mood of the Kazakh language (қол үзбе, пайдалан, тегін кір). But just as advertising grows as an expending domain of interest, the public also develops into a more literate category in what concerns the reception and the actual understanding of the advertising messages.
2	Shaving from «Nivea Men»	Немен болса да, қырына бер. Әйтеуір, терің тітіркінбесе болғаны. *Nivea Men ультра* тегіс жылжитын *технологиясы* ультра тегіс қыруға арналған терінің тітіркенуіне қарсы. Қазақстандағы № 1 ерлер *брэнді*. Nivea Men ұсынады. Күн сеннен басталады.	As shaving foam is used only by men; as being TV advertisement, on the video the pictures of men were dominated, with the appropriate and relevant occupations and actions as playing football, playing hockey, cutting trees, therefore the content of information were adopted to the particularities of the gender of men.
STREET ADVERTİSEMENTS			
	EXPO 2017	Болашақ *EXPO 2017 Future energy. Astana, Kazakhstan. Choose Future energy!*	There is seen a considerable number of the English borrowings by means of the phrases: «*EXPO 2017 Future energy*», «*Choose Future energy*» (EXPO – exposition, large-scale public exhibition)[http://www.internetslang.com/], the positive attitude of the car-drivers and pedestrians towards the future one of the global exposition which will be held in our country, Kazakhstan, is undeniable, is expressing significantly. Moreover, car-drivers and pedestrians are expressing their pride for the country and the capital city, which gain highly assessed and globally remarkable event – EXPO. Thirdly, people living in a rapidly-changing world with dominance of the English language almost in all spheres of life, appreciate and realize the English borrowings as the step for the future better life, full of

		new advantages. Therefore, in this street advertisement an ameliorative characteristics is clearly identified.
Mobile phone «SİEMENS»	*SİEMENS ұялы телефоны – нағыз заманауи байланыс құралы.*	The following speech act was performed in the text:

 -Informative (İndirect); it was informing, persuading and claiming.

 The word written in the green color and with capital letters, depicting that this mobile phone company is enough popular. |

TRANSİT ADVERTİSEMENTS

Planchet	*Планшеттер* 11990 теңгеден бастап. www.alser.kz	The text has the following speech acts:

 -Informative (Direct); it was informing and asserting.

 This transit advertisement (bus stop advertisement) is placed on the colorful green background; the picture of a note-book is inserted in order to enlighten the meaning carried in the advertisement. |
| Smartphone | *Смартфондар* 9990 теңгеден бастап, 8-800-0-800-100 | The text has the following speech acts:

 -Informative (Direct); it was informing and asserting.

 This transit advertisement (bus stop advertisement) is placed on the colorful green background; the picture of a note-book is inserted in order to enlighten the meaning carried in the advertisement. |

4. Conclusion

The analysis revealed that the dominant speech act in the textual samples was Informative; used as a Constative, to make a precise thought-provoking statement about each of the products. For example, the linguistic and paralinguistic elements on the, and products in Sample 5, Sample 3 and Sample 2 respectively, showed «that the products were delicious and nourishing». As the advertisers informed the audience about these products, these advertisers relied on the versatility of speech act verbs, and so, İnformatives were used to inform, persuade (i.e. the audience), describe, and declare certain things about the products.

Thus, it can be said that, as it revealed from an analysis, advertising texts pursue specific purpose: besides, they attract attention, they do it in order to convince the customer of the benefits of the advertised product. The function of advertising texts – to make impact, to pursue, to convince, to advertise, promote the idea, goods.

In its turns, advertising texts perform three important functions: first, they form an information environment of human beings, secondly, they provide units of evaluation to create a positive, or in some cases a negative effect, and thirdly, they draw attention to promote goods or services.

Besides, below are the results of the study on pragmatic aspect in the texts of advertisements:

1. On the whole, eighty five (85) texts were performed, of which İnformatives (used as a Constative to declare or state a position about the products) is the Dominant Speech Act;

2. Linguistic and extra - linguistic elements in adverts had obvious communicative potency;

3. Linguistic elements helped advertisers establish substantive relationship with their audience;

4. Speech acts had persuasive qualities in adverts rather than being mere İnformatives or declaratives;

5. Imperative structures were dominant in adverts e.g. «Be active!», «Be bright!» Get the best of happiness», etc.;

6. Linguistic and paralinguistic elements were combined to achieve textual cohesion;

8. Brand name slogans, captivating phrases and repetition were common in TV and street advertisements;

9. Gradable adjectives (showing the degree of predicated qualities of nouns) were common in adverts e.g. good better, best, rich, brilliant, higher, great, etc.

In TV advertisement (as in other adverts), language was used as a communicative strategy employed by advertisers to market products. Using language to achieve advertisers' illocutionary goals or communicative strategies presupposed the use of speech act verbs with productive sequencing. For example, informative contents may be persuasive if they indicated superior performance of some products above others. Advertisers relied on mutual contextual beliefs, world knowledge, exaggerations, presuppositions, etc. to advertise products effectively. World knowledge, presupposition and mutual contextual beliefs are conceptual tools in the literature of pragmatics, as far as a pragmatic-analyst approach of texts is concerned; these tools gave advertisers the courage to disregard norms and legal clauses of society. The study of language of adverts revealed that advertisers exploit natural human tendencies by situating their messages in varied social and psychological contexts.

Analysis of the text of advertisements with English borrowing allows us to summarize the features of the current stage of development of the Kazakh language in terms of borrowing from the English language as following:

1. English becoming the dominant language -donor;

2. Borrowing of English words is of particular importance because of their greater efficiency and rationality compared with Kazakh descriptive synonyms;

3. Borrowing of English words activates the process of assimilation of borrowings by the media in connection with the intensification of contacts with foreign countries.

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