

# opción

Revista de Antropología, Ciencias de la Comunicación y de la Información, Filosofía,  
Lingüística y Semiótica, Problemas del Desarrollo, la Ciencia y la Tecnología

Año 35, Abril 2019 N°

88

Revista de Ciencias Humanas y Sociales

ISSN 1012-1587/ ISSNe: 2477-6985

Depósito Legal pp 186402ZU45



Universidad del Zulia  
Facultad Experimental de Ciencias  
Departamento de Ciencias Humanas  
Maracaibo - Venezuela

# **Cognitive Mechanisms Of Kazakhstan Commercial And Social Advertising Text**

**Aida Nurbayeva<sup>1</sup>, Gulshara Kunakova<sup>2</sup>, Lelya Bugenova<sup>3</sup>,  
Gulzhan Kalambayeva<sup>4</sup>, Bakitkul Tansykbayeva<sup>5</sup>**

<sup>1</sup> Abai Kazakh National pedagogical University, Kazakhstan, 050010,  
Almaty, 13 Dostyk ave.  
E-mail: [nurbaeva.aida@bk.ru](mailto:nurbaeva.aida@bk.ru)

<sup>2</sup>Academy of Transport and Communications named after M.Tynyshpaev  
Kazakhstan, 050012 Almaty, 97 Shevchenko str.  
E-mail: [gulkun@mail.ru](mailto:gulkun@mail.ru)

<sup>3</sup>Academy of Transport and Communications named after M.Tynyshpaev  
Kazakhstan, 050012 Almaty, 97 Shevchenko str.  
E-mail: [lelya2106@mail.ru](mailto:lelya2106@mail.ru)

<sup>4</sup>Academy of Transport and Communications named after M.Tynyshpaev  
Kazakhstan, 050012 Almaty, 97 Shevchenko str.  
E-mail: [f.kalambaeva@mail.ru](mailto:f.kalambaeva@mail.ru)

<sup>5</sup> Academy of Transport and Communications named after M.Tynyshpaev  
Kazakhstan, 050012 Almaty, 97 Shevchenko str.  
E-mail: [tansykbayeva\\_bakhyt@mail.ru](mailto:tansykbayeva_bakhyt@mail.ru)

## **Abstract**

The aim of the study is to investigate Cognitive mechanisms of Kazakhstan commercial and social advertising text via theoretical studies of modern scientists-cognitivists and slogans from the practice of Kazakhstan commercial and social advertising, which have, as it turned out, the similar cognitive characteristics. As a result, drug addiction leads to the destruction of the nervous system, physical health, and, finally, to death. In conclusion, the most effective advertising today is a kind of viewing device in which the viewer is involved due to mixing and compressing information.

**Keyword:** Advertising, Cognitive Literary Studies, Compression.

# Mecanismos cognitivos del texto publicitario social y social de Kazajstán

## Resumen

El objetivo del estudio es investigar los mecanismos cognitivos del texto de publicidad comercial y social de Kazajstán a través de estudios teóricos de científicos-cognitivistas modernos y consignas de la práctica de la publicidad comercial y social de Kazajstán, que tienen, como resultado, las características cognitivas similares. Como resultado, la adicción a las drogas conduce a la destrucción del sistema nervioso, la salud física y, finalmente, a la muerte. En conclusión, la publicidad más efectiva hoy en día es un tipo de dispositivo de visualización en el que el espectador está involucrado debido a la mezcla y la comprensión de la información.

**Palabras clave:** Publicidad, Estudios Literarios Cognitivos, Comprensión.

## 1. INTRODUCTION

The cognitive linguist Langacker, discussing the role of perception in the process of marking an advertising message, argues that the recipient can become a part of the perception object process that was planned in the advertising text. After a prominent advertising element becomes most noticeable as an object of conceptualization, the cognitive asymmetry between the observer and the object decreases. (Langacker, 2005). According to the concept of this researcher, designing the objectification of information is reminiscent of the theatrical process. The point of view of the observer, completely immersed in the observation of the game, is in the field of subjective.

However, the subject on the scene is objectified precisely because of this viewer, who perceives the proposed picture as something relating to him personally. If the elements that emphasize the attention of the recipient of advertising, implemented in language through indicative or stimulating expressions and conceptually representing his conscious I, work, that is, become a part of the objectified stage of perception, the asymmetry between subject and object in the construction of meaning changes very significantly in the direction of reduction: Active – time does not matter (Action of the Kazakhstan mobile operator Active Time to talk -2).

This process is manifested in an advertising message in a number of ways, firstly, through the verbal channel, secondly, visually, and thirdly, in the combination of these two methods. The level of understanding of the advertising message in the era of global consumerism and practicality thus appears to be extremely manageable and changeable. Advertising can be a very influential tool that is able to penetrate into the deepest layers of human existence and consciousness. Even if people react to it with a certain mental delay, it gradually seeps into the deep consciousness of the target group, simultaneously acting through several channels of perception. In addition, advertising is inevitable in our lives, which means it is present in all its spheres. Consumers think and talk too much about its content and advertised product, and, eventually, become ready to accept what it offers.

## **2. METHODOLOGY**

Advertising is an excellent example of modern media, because it can create the illusion of the evolution of events or issues that are represented in it: Drunk driving ... sober in the grave.... It offers a kind of extended online experience, in which viewers themselves, as it were, develop an immediate desire to possess certain products or change their lives in order to meet the requirements shown in the advertisement. Everything is changing. The taste never changes. In addition, due to very creative and extremely innovative ideas in the advertising environment, it is often advertising that initiates the attraction of those trends that dominate in modern culture and society. This is, for example, the trend of compression and mixing the properties of a language (Grabowska, 2013; Akbari et al., 2013), which is widely discussed in the scientific linguistic audience, corresponding to the innovations and technological developments of the present time. What scientists have discovered today in the field of linguistics reflects the main trends in research and results in other disciplines of modern science - and telecommunications are among them (Puspitasari et al., 2019).

The fact that we have access to a very fast information environment through the Internet has changed our way of thinking and gave a sense of close proximity to the possession of the advertised things. In this context, cognitive compression of information can thus be defined as shortening the distance between spaces and ideas and their convergence. In addition, in the mixed space of the Internet, the perceiving audience may experience a particularly keen sense of the relevance of the ideas or problems that are being emphasized by advertising. Fauconnier and Turner used the word Online to illustrate the experience gained in the reception-mixed space (Fauconnier &

Turner, 2003). In the course of mixing information through the use of different channels of perception and heterogeneity of the audience (representing different psycho-types, differing in age, gender, educational principle, etc.) there are certain losses - reduction and transformation of meaning. These changes are influenced by vital relationships, and in turn, affect the subjects or social structures involved in them. This kind of correlation, mutual enrichment as a result of conceptual compression of information due to the mixing of information spaces and subjects, and, as a result, the construction of objectification of subject perception, is the purpose of observation in this article.

According to Fauconnier & Turner (2003), identification, integration and imagination are at the heart of the comprehension of the simplest meanings. The simplest values are valuable because they participate in the more complex dynamics of creating imaginary worlds. These operations, i.e. identification, synthesis and imagination, stimulate the production of more general and complex meanings and also constitute a large part of the creative process, in particular, the basis of information compression. Due to the incredible growth and development of modern technologies, human cognitive processes, as it were, get materialization. And it is the Internet blender that most meets the current challenges of the time because it provides the tools with which the collective human mind produces relevant and understandable to all values, compressing them as a result of the combination and influence of vital problems.

### **3. RESULTS**

The mechanism of compression of the information is a component of the theory of conceptual integration of Fauconnier and Turner: "When we see a Persian rug in a store and imagine how it would look in our house, we are compressing over two different physical spaces" (Fauconnier & Turner, 2003: 113). According to the authors of this concept, conceptual integration is essentially a compression tool. For example, the Kazakh slogan of JSC Bank Astana-Finance Healthy Assets - Healthy Bank, based on the well-known stable phrase Healthy Spirit - Healthy Body, consists in expanding/compressing causal relationships of various social and financial events. In their mixing and in the mental appeal to the historically repetitive, stable actions - that is, the contraction of the time interval. Thus, in order to establish a better understanding of new meanings in advertising, it is often only necessary to constantly update them, or, as Fauconnier and Turner, say, to unpack actual vital relations in the text. According to the authors of the theory of conceptual integration, vital relations, that is, the most relevant for this time and society, are among the first to be compressed. Fauconnier and Turner list more than ten types of such relationships. These are personality evolution/involution, time, space, cause-and-effect relationships, part-whole, analogy and dis/analogy, intentionality, uniqueness, etc. These relationships can be both external and internal, that is, they can provide connections within different mental or real spaces. Usually, they are projected into a mixture of spaces or already exist in a compressed form in other respects. As Fauconnier and Turner write, even the most common, cosmic events or changes can be compressed to the inner space of a unique human identification:



Supernova of the dance floor! Sokol-Cola (drink). This concerns, first of all, the chronotope, that is, the temporal and spatial angles: Time is a Vital Relation. "Space is a Vital Relation much like Time" (Fauconnier & Turner, 2003: 93-98). It is the identity that is the cornerstone of understanding and creation of vital relationships: From common goals to the reliable partnership (Slogan JSC VTB Bank Kazakhstan). Due to the identification, the recipient can connect mental spaces containing information about, for example, one and the same person, but in different periods of his life: If you do not stop smoking, everyone will turn away from you.

Changes as an indispensable condition of vital relations are also a generalizing factor that allows you to connect one element to another: human characters and appearance change over time, text changes under the influence of translation, etc.: Nomad Insurance - People help each other ... at all times! (Insurance company). The analogy also appears to be one of the most important elements of compression in vital relationships when it comes to conceptual integration in the mind of the recipient: Chocolate gifts make chocolate relations (Gift chocolate Confael). The analogy allows you to connect to the mental process two different mental spaces that have similar structures: Lemonadoff sensation!; Water your horse! (Network of gas stations Argymak). On the other hand, dis/analogy is also based on analogy. The recipient of the advertising text is more inclined to see differences between two things that are at least somewhat similar than between two objects that are completely different from each other. In other words, we will not see dis/analogy, not seeing at least a small similarity between the two phenomena: Losk. The choice of Good housewives! (Laundry detergent Losk).

Ownership and property relations are distinguished by possessing certain qualities from those that do not possess these qualities: Pepsi. The Choice of a New Generation (Kahaki & Jenaabadi, 2014).

Cause-and-effect relationships are also classified as a part of the basic human experience. This property of the human mind is responsible for understanding complex events. The mental mechanism for establishing cause-and-effect relationship means a person's ability to reduce the complexity of phenomena, reduce them to basic mental concepts: Bury the drugs or they will bury you!; Cut the Golden Fleece in the year of the Sheep! (Bingo Lottery). The process of conceptual integration is based on the concept of compression of individual chronotopical projections. "Selective projection from different related spaces and integration in the blend provides an exceptionally strong process of compression" (Fauconnier & Turner, 2003: 114). «Blending» (the process of mixing information, its rearrangement) performs compression of information, establishing fresh cause-and-effect chains by changing the scaling of space and time, changing or partial activation of points, called syncope. In other words, compression in the process of mixing and rearranging information can occur in different ways, which include:

–Borrowings (the new message structure borrows the old structure plus one space): Well where we are; Everything should be fine in a person: and clothes, and shoes, and accessories, and the apartment, and in the apartment ... (about the shopping center Alma);

–Compression of one part of the message by scaling (the ratio of distance or time is reduced): Vodka Taraz: a sense of eternity»;

–Compression of one part of the message by syncope (with the help of partial activation of the most important points of a series of

certain phenomena): If I were a sultan, I would have 3 wives to cook me a lot of pasta, because there is nothing tastier than a plate of pasta with cheese for lunch;

–Compression of one type of relationship at the expense of another (for example, causal relationships can be compressed for the sake of emphasizing the uniqueness of the phenomenon): First and forever! (Together with Ular Umit to a secure future!).

The notion of scalability seems to be particularly productive for advertising text because it allows extrapolating the achievement of human experience in the field of scale manipulation into a single space. Fauconnier and Turner argue that uniqueness, time, space, change, cause-and-effect relationships, part-whole relationships, property relationships, analogies, and integration are all scalable. On the other hand, non-scalable relationships include analogy, dis/analogy, identity and presentation. Compression with scalability is so strong that it can create new ratios when mixing and rearranging information that does not exist in the original phenomena: Kazakhtelecom: Forward to connections! The properties of compression and mixing of information in the mental projection of a modern person can explain and illustrate the processes that occur in modern advertising. In this environment, it is necessary to compress concepts and emotions in order to get certain persuasive effects. In connection with the undoubtedly manipulating main function of advertising, it can be assumed that it is the text compression process that produces the effect of convincing the consumer: Ice in a glass, warm in communication (Kazakhstan cognac).

Speaking about the specifics of compression in the advertising message, we can distinguish three problems: what is compressed in the

message, what meaning arises as a result of mixing and rearrangement of information, and what impact it has on the recipient. It can be assumed that by compressing information, an advertiser is able to generate a sense of brevity, but the message capacity can sequester time and space, including between people and ideas advertised by the product and the consumer targeted by advertising: Little joy in a big country (about mineral water Tassay an extension to the name of the novel by London Little Mistress of the Big House. Due to the predominantly manipulative nature of advertising, the identification of advertising ideas, characters and their problems with the target audience plays the most important role. In the integral informational mix, where the vital relations, the architectonics of the place, time and subjects of advertising are subjected to compression, the possibilities for amplification of dramatic effects increase. And all above, this process is relevant for social advertising: Drug addiction leads to the destruction of the nervous system, physical health, and, finally, to death.

#### **4. DISCUSSIONS AND FINDINGS**

The concept of objectification/objectification of the mental construction of meaning originates in the confrontation between objectivity and subjectivity in the social and human sciences (Athanasiadou et al., 2006). Until now, these two concepts have been contrasted in culture and philosophy. The object is traditionally associated with the Western positivist tradition, while the subject is associated with a more personal way of expressing opinions or views.

Recently, these concepts have been more complexly interpreted in linguistic theory. Historically, this opposition was implemented in the paradigm of structural linguistics by de Saussure, Chomsky, and Lyons. It is interesting that American linguists, such as Chomsky and others considered the language as "(...) an instrument for the expression of propositional thought." (Lyons, 1982: 103). Lyons defined subjectivity as "the way in which natural languages, in their structure and their normal manner of operation, provide for the locutionary agent's expression of himself and of his attitudes and beliefs" (Lyons 1982: 102). Continental linguists, such as Bréal, Bühler and Jacobson, had a more subjectively oriented attitude.

Traugott (1989) believes that objectification is a process in which values are located in the field of the speaker's subjective conviction or subjective attitude to a given judgment. This process contributes to semantic changes that occur either in the course of shifting the point of view of the speaker from the external, objective perspective to the internal mental justification as a result of the metalinguistic use of the message or in the course of increasing the dynamics (changes) of what is happening. According to this researcher, if the meaning of a lexical unit has a socio-physiological context, then over time this lexeme will become polysemantic. Therefore, subjectification can be considered from a semasiological point of view, since new meanings are formed as a result of subjectivation of perception (Traugott, 1999). Langacker considers the data of the opposition of the subjective/objective from the point of view of the switching design space (the observation point). While Traugott considers subjectivity about a particular situation, Langacker sees this problem in a general way. From the point of view of this

researcher, a specific statement consists simultaneously of a subjective and objective interpretation of the situation. In other words, Langacker does not perceive subjectivity as a constant quality of meaning (Langacker, 2006; Fitriani & Suryadi, 2018).

He writes about this: «The subject and object roles are two facets of a conceptualizing relationship. The subject (S) engages in conceptualizing activity and is the locus of conceptual experience, but in its role as the subject, it is not itself conceived. An essential aspect of the subject's activity is the direction of attention. Within the full scope of awareness, S attends to a certain region-metaphorically, the onstage region-and further singles out some onstage elements as the focus of attention. This, most specifically, is the object of conception (O). To the extent that the situation is polarized, so that S and O are sharply distinct, we can say that S is construed subjectively, and O objectively. S is construed with maximal subjectivity when it functions exclusively as subject: lacking self-awareness (...). Conversely, O is construed within maximal objectivity when it is clearly observed and well-delimited with respect to both its surroundings and the observer (Langacker, 2008). These polar concepts, although developed mainly in the context of English grammar, flow from the universal visual experience of perception. The perceiving subject is a spectator who observes the surroundings. In the field of his attention - some specific part of the space, but this is just a part on which it is concentrated (Akbari et al, 2014).

According to Langacker (2005), the optimal viewing arrangement assumes the presence of a field of completely subjective conceptualization, when the attention of the recipient is focused on observing the others. The person who is on the scene (in the observer's

field) is identified by the observer, and thus he is personally involved in the process of viewing/participating in the event. The optimal arrangement of observation is such that in the process of conceptualizing the observed picture (its mental designation), the recipient loses the sense of his own I, fully identifying himself with what he/she sees. This mechanism of manipulation of viewing angles contains certain elements, such as actors (characters of advertising) acting on the scene, spectators watching the game, who are also a part of a broad conceptual scheme of theatrical metaphor. In this model of managed conceptualization of reality, the audience's attention can be attracted by the movement of the plot. Such a dynamic viewing of spatial fields is the most optimal. This is exactly what happens in the minds of people who are faced with advertising, in which the compression mechanisms of information work. In the subjective, egocentric convention of observation, the element of justification, advertising reasoning becomes a way of objectifying information. In the most subjective picture of reality, the advertising argument of the event and the angle of the viewer's observation converge. This case can be illustrated by an example of the pronoun I, which means himself (Langacker, 2005). The intermediate stage between the optimal location of the observation and the most egocentric interpretation is a situation in which the argumentation of the event and the angle of observation are separated from each other; the explanatory element is located outside the objectivized space, where it functions as a reference point, defining the designated object (for example, Tuesday morning was hectic in contrast to the same message without re-reasoning outside Tuesday - the second day of the week) (Lavenia et al., 2018).

This growing subjectivity at the level of thought, meaning or language is reflected in the mirror of advertising, which is part of a huge enterprise - popculture. Burszta considers mass culture from the point of view of a variety of emotions that may arise in connection with the participation of recipients in collective practices. The author puts this concept in the context of artistic events that led him to the idea of the emergence of momentary emotional communities. General participation in artistic events such as rock concerts provides an opportunity to become part of these empathic communities (Burszta 2002). The results and conclusions of Burszta can be extended to the definition of advertising discourse in general, in which the object is determined by what a person can and should do, by his potential. More importantly, higher values are explained by the material essence in advertising: Love and care. Blur the boundaries [of laundry detergent]. Such perception of material objects leads to the development of identification between the sphere of physical, bodily experience and higher human values. All these operations have the purpose of veiling is always the same idea - namely the idea of finding happiness (Szczyńska, 2003): Purity will save the world. [Professional cleaning of apartments]; Taste delight. Enjoy life [Ainalayyn yoghurt].

Szczyńska points out that even the most fantastic world created in advertising is always deeply pragmatic. This pragmatic approach is necessary to model the act of perception and sensory experience, in which the recipient of advertising participates. Advertising exploits the space of imagination and sensory impressions of the consumer to awaken in the target audience the symptoms of the desire to receive the advertised product, the anticipation that the product will give him: Plunge into spring drive (Samal de Luxe). All motives in commercial



advertising are directed to the highest idea of finding happiness by the consumer. But the creators of social advertising do not pursue the goal of finding satisfaction and happiness. There are other mental mechanisms working, for example, to intensify attention to a current problem or the need to influence the current negative situation: Daddy, do not worry, I never found out that my cancer is due to you (about the harm from cigarettes). In any case, any advertisement places people at a certain time and space, immerses them in a cultural, national and social environment in order to talk to the consumer about his needs or turn his face to existing problems. Such advertising produces acceptance of its beliefs and rejection of skeptics from their potential clients (Kor et al, 2019).

Advertising urges its recipients to participate in the discourse that it initiates. This happens through encouragement at the level of physical pleasure and material stimulus, when the recipient automatically responds to attractive, colorful, and tasty and other natural and simple stimuli. The material we encounter in the advertising environment is filtered through the point of view of the viewer of the advertising message. The question arises: when exactly does the process of accepting a belief, extrapolated by an advertising message to an audience, begin? Maybe this process starts from the moment when we pay attention to this message, without even realizing its content? One thing is certain: today's consumer conviction is a very important element in advertising. According to O'Shaughnessy (2004), the main reason for this is competition, since it is easier to destroy the price advantage of a product than its functional qualities. A firm may still have the advantage of a well-established system of distribution that is not easily copied but the goodwill and preferences of

distributors can be destabilized by changes in their buying policies or a decline in consumer insistence for the product. It is not enough for a product or service to be visible or to inspire the trust of customers.

Today, for many advertisers, the most important thing is to capture the attention of the consumer. In particular, the need to capture attention leads to the emergence of so-called shock advertising: Do not accept slavery! (Advertising Tele 2). Without a doubt, an emotional impact lies at the heart of constructing messages in social advertising, whose function is to awaken people from inaction, ignorance or indifference. For example, a huge billboard with a picture of a syringe is installed in the center of Almaty, under which it is written: In search of a dream you will find only death. However, at least with regard to commercial advertising, it has recently been discovered that people have learned how to defend themselves in order to avoid forcibly imposing a particular product or service. This fact proves that an independent consumers' point of view has already been developed, many consumers are already quite skeptical about the content of advertising. O'Shaughnessy (2004) lists two main types of consumer protections: external and internal. The first includes people's social attachments to culture, reference groups, social class and emotionally grounded experiences. The second contains "people's overall perspective or view of the world, tied to some constellation of interrelated beliefs, values, emotions and expectancies about themselves and their social world" (O'Shaughnessy, 2004: 8). Despite these boards already developed by the consumer, advertising has always made every effort to bring out its target group, whose perspective of product vision is initially subjective, as if into an advertising scene where subject and object are identified. The

introduction on the scene and the identification in advertising is supported by the compression of links, objects or structures.

Most successfully illustrate how the compression mechanism works (which opens the way for the objectification of the I-consumer in the mixed information space), Internet advertising and social advertising. So, in August 2014 in Almaty were put bright billboards with the image of a man who under the influence of alcohol gradually turns into a pig: Do not abuse alcohol! Stay human! Radical and sometimes shocking social advertising, as conceived by the authors of the project, should once again draw people's attention to the inhuman aspect of alcoholism. According to the organizers, humorous and sometimes shocking visuals help to convey the main idea of the campaign more effectively. And indeed billboards have already caused a wide public response. A mixed, compressed advertising space emphasizes cause-effect relationships. When consumers of this information are confronted with a compressed message, they are forced to unpack the information mix, to update the cause-effect link connecting the two events presented in a compressed space. However, in such a chronotopic contraction, the cause-effect chain becomes accessible to the perception of the eyewitness in the most direct, visual way. Moreover, the spaces are connected by change relations, namely involutions: alcohol abuse changes the status of a person, who is represented dynamically, by a number of compressed analogs in the compressed advertising space.



Due to compression changes over time, advertising information offers viewers the opportunity to link their lives with this problem. Compression can be called a frame structure that viewers are ready to fill with their own real life. This advertising message speaks in the language of all who could in the future make this risk group. It appeals to the Ego and the Self (according to C.G. Jung) of such people and encourages them to identify themselves with it, therefore, to refocus the point of view from the subjective to the objective interpretation of the situation.

No less effective is the advertisement made on the basis of the mechanism of mixing different channels of perception: for example, the Kazakhstan commercial for training on an unstable surface is accompanied by the slogan Get a steady weight as a gift (Samal de Lux Fitness Center). The advertising message receives an increased impact force due to the system of the sign correspondence between the slogan and the image. If, however, products relating to vital relations

are advertised, the entire space depicted in advertising is based on cause-effect relationships: they are represented through the mixing of perception channels and the compression of information of retro- or futuro nature. Such aspects of the message cause the strongest emotional reactions. In the informational mixture of reception possibilities, the analogy passes into the inner space through the similarity with our real life. We become direct witnesses of how these two actions unite - our internal fears or desires and the external situation.

Taking into account all these processes, we can trace the mechanisms that underlie the drama of persuasion in the advertising message. Advertising as if invites the viewer to take part in playing his own imagination. As a result, the act of mental unpacking of the informational mixture together with emotional experience gives us a deeper understanding of the problem. The above analysis allows us to draw a number of conclusions about the process of information mixing and compression in advertising. Compression of vital relationships in time and space really adds credibility and versatility to the advertising effect. The effect of the information mixture gives a dynamic view of the message, due to which we unpack the contents of this message and as if we ourselves come to certain conclusions about this situation. This gives us a feeling of being directly involved in the events as if they were taking place at the very moment of the conflict depicted. The advertising message, built with the effect of information compression, becomes both simpler and more dramatic. The value obtained as a result of this integration allows the target group to focus on the most important properties of the object of advertising, to identify itself with the advertising characters and their problems.

## **5. CONCLUSION**

Time and space, the distance between advertising characters and the target group are reduced. As a result, in a fairly short time, the main goal of modern advertising is achieved - the consumer identifies himself with the people shown in the advertising message. This dynamism and actualization make it possible for the target audience to get the impression that the need to possess something or change something in their life (in the case of social advertising) is very realistic. The construction of advertising messages on the junction of the mixing/compression of the information and beliefs adds a consumer a sense of the need to participate in the act of buying, who is already in a state of constantly unfulfilled needs, or, as in the case of social advertising, helps him to understand the gravity and complexity of other people's problems. Thus, the most effective advertising today is a kind of viewing device in which the viewer is involved due to mixing and compressing information, and in which, due to identification with the object of advertising, the consumer takes an objectified point of view.

In other words, it is like a self-viewing of the consumer's Ego, who is the center of attention capture and the meaning of this advertising message. A subjective, intended recipient of a product is encouraged to enter a virtual identification game in which he can experience the product, as if it were real, or to become a witness to a certain social problem as if it were really his own, personal problem. Due to the compression of information, the viewer as if himself

redirects and redistributes the construction of space and time on the scene because he seems to be mentally entering this scene. And this point of view is specially designed by such an egocentric one, that is, closest to the potential consumer, giving the illusion of his personal participation in the event presented.

## REFERENCES

- AKBARI, A., ABBASIAN, M., & JANSOOZ, P. 2013. **Application of RAP Model in measuring the capabilities of attracting sources in the economy: A case study of the tourism sector in Sistan and Balucestan.** UCT Journal of Social Sciences and Humanities Research, Vol. 4, pp. 12-15.Iran.
- ATHANASIADOU, A., CANAKIS, C., & COMILLIE, B. 2006. **Introduction.** In A. Athanasiadou, C. Canakis, B. Comillie (eds.), **Subjedification.** Various paths to subjectivity. Mouton de Gruyter. Berlin. Germany.
- BURSZTA, W. 2002. **Popular culture as a community of feelings.** Popular culture. pp. 11-18. Krakow: Rabid. Poland.
- FAUCONNIER, G. & TURNER, M. 2003. **The Way We Think: Conceptual Blending and Mind's Hidden Complexities.** New York: Basic Books. USA.
- FITRIANI, N., & SURYADI, I. 2018. **A review study on online psycho-education for the bipolar disorder patient and their caregivers.** Humanities & social sciences review. Vol. 6, N° 2: 84-89. India.
- GRABOWSKA, M. 2013. **Cognitive mechanism of compression and objectification of the self in modern advertising messages.** In Language and Concept in Action. Multidisciplinary Perspectives on Linguistic Research. Frankfurt am Main: Peter Lang Edition. Vol. 12. pp. 27-47. Germany.

**KAHAKI, F., & JENAABADI, H. 2014. Psychological Well-being and Social Support for Male and Female Nurses in Zahedan city: a Comparative Study. Iran.**

**KOR, L., TEOH, S., BINTI, S., & SINGH, P. 2019. Learning to Make Sense of Fractions: Some Insights from the Malaysian Primary 4 Pupils.** International Electronic Journal of Mathematics Education. Vol. 14, N° 1: 169-182. UK.

**LANGACKER, R. 2005. Observations and speculations on subjectivity.** Krakow: Universitas. Poland.

**LANGACKER, R. 2006. Subjectification, grammaticization, and conceptual archetypes.** In A. Athanasiadou, C. Canakis, B. Comillie (eds.), Subjectification. Various paths to subjectivity. Berlin: Mouton de Gruyter. Germany.

**LANGACKER, R. 2008. Cognitive grammar. A basic introduction.** Oxford University Press. UK.

**LAVENIA, U., ZUL, A., & SAHAT, S. 2018. Development of Learning Materials Based on Realistic Mathematics Education Approach to Improve Students' Mathematical Problem Solving Ability and Self-Efficacy.** International Electronic Journal of Mathematics Education. Vol. 14, N° 2: 375-383. UK.

**LYONS, J. 1982. Deixis and subjectivity: Loguour, ergo sum?** In R. J. Jarvella W. Klein (eds.), Speech, Place, and Action: Studies in Deixis Related Topics. New York: John Wiley & Sons Ltd. USA.

**O'SHAUGHNESSY, J. 2004. Persuasion in Advertising.** Taylor and Francis e-Library. UK.

**PUSPITASARI, L., IN'AM, A., & SYAIFUDDIN, M. 2019. Analysis of Students' Creative Thinking in Solving Arithmetic Problems.** International Electronic Journal of Mathematics Education. Vol. 14, N° 1: 49-60. UK.

**SZCZFSNA, E. 2003. Poetics of advertising.** Warszawa: Panstwowe Wy- dawnictwo Naukowe. Poland.



TRAUGOTT, E. 1989. **On the rise of epistemic meanings in English: An example of subjectification in semantic change.** *Language*. Vol. 57. pp. 33-65. UK.

TRAUGOTT, E. 1999. **The role of pragmatics in semantic change.** In J. Verschueren (ed.), *Pragmatics in 1998: Selected papers from the International Pragmatics Conference*. Antwerp: International Pragmatics Association. Vol. 2, pp. 93-102. Belgium.



**UNIVERSIDAD  
DEL ZULIA**

---

# **opción**

Revista de Ciencias Humanas y Sociales

Año 35, N° 88, (2019)

Esta revista fue editada en formato digital por el personal de la Oficina de Publicaciones Científicas de la Facultad Experimental de Ciencias, Universidad del Zulia.  
Maracaibo - Venezuela

[www.luz.edu.ve](http://www.luz.edu.ve)

[www.serbi.luz.edu.ve](http://www.serbi.luz.edu.ve)

[produccioncientifica.luz.edu.ve](http://produccioncientifica.luz.edu.ve)