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СРАВНИТЕЛЬНЫЙ АНАЛИЗ АКСИОЛОГИЧЕСКОГО КОНТЕКСТА РЕКЛАМНЫХ ТЕКСТОВ МОЛОЧНЫХ ПРОДУКТОВ (НА ПРИМЕРЕ ПРОДУКЦИИ ФИРМ «ДОМИК В ДЕРЕВНЕ» И “FAIRLIFE”)

Аннотация: в данной статье дана характеристика современной рекламы и ее аксиологического контекста. Выявлены и проанализированы русскоязычные и англоязычные рекламные тексты, актуализируемые в них аксиообразы и способы актуализации. Указаны различия в транслируемых аксиообразов анализируемых рекламных текстов.

Ключевые слова: реклама, рекламный текст, аксиологический контекст, аксиообраз, лингвокультура.

Abstract: the article deals with the characteristics of modern advertising and its axiological context. Identified and analyzed Russian-language and English-language advertising texts, actualized in them axiological images and methods of actualization.

Differences in the broadcast axiological images of the analyzed advertising texts are indicated.

Key words: advertising, advertising text, axiological context, axiological image, linguoculture.

Introduction. As the researchers emphasize, in modern society advertising carries a certain ideological load, offering not a specific product/service, but a lifestyle that is associated with the consumption of this product, using social standards and stereotypes formed in society, which makes it necessary to investigate the axiological context of advertising [4, p. 6,7]. Thus, by examining advertising messages, we are investigating the result of the mental activity of not just a person, but a certain society.

The phenomenon of advertising is based on the interaction of various sign systems: natural language, visual images, colors, characters of advertising messages, graphic design of texts, as well as a variety of culturally conditioned codes. All these types of sign systems and specific codes have their own characteristics and require competent interpretation within the framework of cognitive semiotics.

The global process of globalization involves countries with different cultural attitudes and at different stages of development. Humanity as a whole really needs to develop common norms of interaction between societies, and therefore cultural globalization cannot but have its foundations in the ethics of relationships, by virtue of which the harmonization of the social world should be formed. The development of planetary macroethics is designed to promote dialogue between nations and their cultures. At the same time, there is an objective question of taking into account the traditions of each ethnic group, studying the peculiarities of the culture of the country, increased interest in the ethnos of a particular nation.

Each advertisement has a certain axiological or value context. According to the definition of A.V. Maryanchik: "An axiological context is a set of concepts and assessments that are explicated or implicated in the text, as well as formed in consciousness as a result of actualization of personal experience" [4, p. 6,7]. Despite the importance of personal experience, the basis of the axiological context is the

linguistic culture of the nation and nationality to which the personality belongs.

Let's consider how the specifics of English-speaking and Russian-speaking cultures are reflected through the prism of the axiological context of advertising. A striking example of the actualization of significantly different value meanings in Russian-speaking and English-speaking societies are advertising messages of dairy products.

The of the work. Table 1 presents advertising texts and updated axioms in the products of the companies "Domik v derevne" and "Fairlife":

Table 1. Comparative analysis of advertising texts of dairy products of the companies "Domik v derevne" and "Fairlife"

Product	Advertising text	Actualized axioms	Updating method
Dairy products "Domik v derevne".	<p>1. Your favorite sour cream in a large family package.</p> <p>2. Kefir "Domik v derevne". In our traditions. – We are in the courtyard of a house in the village. We have a grandmother and her kefir on the air... - Real! - Grandma's!..</p> <p>3. I've always wondered why Grandma's milk in the village is so delicious. Delicious - because it's fresh. Delicious? As in ancient times. Milk "Domik v derevne". It's delicious like Grandma's."</p>	Family, grandmother, grandchildren, traditions.	Metonymic phenomenological strategy implemented through lexical repetition, comparison.
Dairy products "Fairlife".	<p>Fairlife introduces new high-protein milk with impeccable taste. Who knew milk could be so provocative?</p> <p>Fairlife is revolutionizing health and wellness by bringing their nutritious, high quality, great-tasting milk to a range of</p>	Новизна, здоровье, молодость, лёгкость, вкус.	A cognitive metaphor realized through a rhetorical question, a synonymous series.

	naturally advanced beverages for home, grab 'n go and fitness needs.		
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"Domik v derevne", the metonymic phenomenological strategy sets the conceptualization through the example of a grandmother, a sample of a family hearth and delicious natural food. With the help of the lexical repetition of "grandmother" and the use of comparison in the slogan, the copywriter actualizes the axiom of the family, traditions, village, thus appealing to the stereotype of Russian-speaking society, instilling "like a grandmother, it means delicious."

Analyzing the English-language advertising of dairy products, the following conclusions can be drawn: a cognitive metaphor is realized through a rhetorical question, a synonymous series, a visual language. It is this correspondence of the text and the photo image that helps to reach the cognitive level. Modeling the image of milk with the help of verbal and visual means of signs leads to the design of a special cognitive education - the axioms "health", "youth", "novelty", "lightness". As a result, the image of the advertised object gets its logical conclusion: after drinking a healthy dairy product, you will feel lightness and a surge of energy.

Conclusions. So, the analysis of Russian-language and English-language advertising situations allows us to conclude about the difference in the broadcast axioms in advertising: in Russian society, the author of the advertising message actualizes concepts related to the family, while in foreign society the concepts of "novelty" and "health" are put in the foreground.

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