Impact of globalization and English language on communicative strategies of industrial advertising

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Abstract. The following article is devoted to the influence of globalization and English on communicative strategies of the industrial advertising. Any person has to be guided in a powerful stream of information, defining their attitude to any realities. Tyumen regional industrial advertising is one of the forms of mass communication. The relevance of this study is determined by the daily life, man is obliged to a greater degree of self-oriented among urban stream media in order to adapt to the conditions of everyday reality. Thus, the aim of the research is a scientific assessment of influence of the industrial advertising text on the ordinary consciousness of the different layers and cohorts of the population of the region. It is useful and interesting for other regions and countries. The main idea of the article is prove that English is occupied by leading position in the system of European multilingualism and industrial advertising. The influence of language on the formation of tastes, ideas, industrial policy and communication of industrial advertising is also revealed. Thus, the word globalization, English language and advertising strategies influence and form industrial communication.

1. Introduction

A person is forced to independently navigate a powerful industrial information flow, defining his attitude to certain realities. The Tyumen region is a rich oil and gas territory. The decision of many economic problems of Russia depends on development of petroleum deposits. In this regard, the Tyumen region is interesting with a well-developed industrial infrastructure, a constantly growing population due to huge flows of migrants from countries near and far abroad. Since the end of the last century, the study of the communicative space of the region has become a priority thanks to the fundamental development and formation of the northern region as a "pilot" site of the country's labor resources. The state control and intensive development of information communications and urbanization processes promote the expansion of interethnic contacts and involve population in some uniform integrated process.

Dramatic changes of the socio-economic life, structure and pandemic of Tyumen region society are accompanied by previously unprecedented changes which cause serious changes in the existing communicative field. The change of population size to a higher or lower side, the change of population density, migration, birth and death, marriage and divorce, emigration and immigration have been influenced by flows of communications [1]. The process of technical communication is an interesting linguistic phenomenon. It is man's vision and his inventions in anthropocentric reflection. That is why, there is an abundance of units associated with human life, with functions in the development of the human person, in reflection of the speaker and listener language consciousness in the world of technical communication.

Communication of industrial advertising should be considered as a process of human interaction with the advertising environment, carried out on the basis of specific ways and means of including advertising in the production process.

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2. Theory and practice of industrial advertising communication and impact of globalization and English language on it

As you know, the concept of "communication" came into use in the early 70s of the last century thanks to the emergence of the book "Menschliche Kommunikation" by psychotherapists Paul Vaclavik, Don D. Jexon and John Bivin [2]. Communication is a phenomenon inherent in any human community at any stage of its development. Among the main trends in the development of society, it is now accepted to disseminate technologies that facilitate any communication, labor, and academic mobility of cultural communities [3].

Communicativeness means the semblance of the learning process and the communication process only according to the main features, which represent the motivated nature of speech activity, the presence of certain relationships between the interlocutors, discussion of topics, the use of speech means in the real process.

The purpose of our research is to comprehensively study the concept of "communication" and determine its place in the linguistic space of industrial advertising on the example of the Tyumen region.

Methodology. The methodological basis of the work is made up of fundamental studies of the philosophical concept and the relationship between culture and morality, culture and its communicative environment.

2.1. Industrial advertising communication of the Tyumen region

Language studying of industrial advertising is not only scientific, but also practical interest for researching. The linguistic situation breaks linguistic and speech norms, changing very approach to the culture of the language. But also, there is a certain speech chaos, where a new linguistic taste is formed.

Successful communication in any language can be carried out only if the inphone knows the lexical and grammatical knowledge of the learned language in conjunction with information about the relevant cultural standards of the people who speak this language. In particular, solving the initial problems is significant for verbal communication in general, for intercultural communication. A certain minimum of information about the basic elements of national linguistic consciousness is required in order to successfully communicate between participants belonging to different linguistic and cultural communities. The emergence of new objects requiring identification, economic reform, a change in the ethnopolitical situation, the revival of folk traditions, an appeal to the historical past, national cultural values have been embodied in toponymy, which led to the activation of the process of streamlining the names and renaming of toponymic objects [4]. Analysis of the language helps us to understand its speakers: and not only what they say, but most importantly, their vision of the world and, in part, culture [5]. Linguistic research of trademarks and brands is also relevant today.

The main attention is paid to consumer goods, industrial ones are practically not analyzed. An associative experiment serves as a marker of the explanation of the formation or unformed idea of advertising. At the same time, there is a process of spontaneous, unregulated influx of foreign words into the Russian language, since it is closely related to the activation of business, scientific, trade and cultural ties between peoples, introduction to the international layer of vocabulary, often created on the basis of Germanic ones (which is explained by the modern processes of globalization) and Turkic languages (as a result of close contacts with the local Turkic and newcomers from Turkey, Iran, Kazakhstan and the Caucasus).

Advertising is considered one of the main indicators of the borrowing and adaptation of foreign vocabulary in the Russian language. Regional advertising is a form of mass communication, since any person, stepping on the Tyumen land, joins in communication, looking at billboards in the city.

Various classes of industrial brands have denotations in the practical sphere of human activity. They are conventionally combined under the term "commercial naming". From a linguistic point of view, trademarks refer to a special vocabulary. Unlike other words, special words remain incomprehensible without exact knowledge of specific objects designated by them. The innovation driven by the ad unit borrowing process is gaining momentum. The question of their adaptation to the language system arises sharply.

The search of language optimizing problem requires to use the achievements of modern philology, linguistics, and psychology. Lack of knowledge of native and foreign languages limits the possibilities of professional communication in all spheres of life. As A.M. Solovyov rightly notes, "language is something that helps us understand each other, since it is, first of all, a means of communication [6]. In modern science, a large amount of advertising has been accumulated, which is extremely heterogeneous both in its origin and
in education. Specificity can be traced in the brands themselves at all language levels. We can conclude that industrial brands are initially semantically "devastated," semantic filling occurs either viewing commercial advertisements or reading catalogs of industrial brands.

The study of all media is currently quite relevant, but it is a real fact that firstly many words and expressions are used in advertising, and then they are later fixed in the language and communication. Therefore, advertising reflects not only social processes, but the communication processes.

A feature of industrial advertising communication is a high informative richness and a pronounced pragmatic intention, which makes advertising texts as the richest material for studying of speech mechanisms and communicative strategies in difficult conditions of modern communication [7].

Advertising is aimed at the consumer, so its means should "force" a person to purchase a particular product. All levels of advertising work from font to verbal text. One of the tasks of the advertisers is to form a positive attitude among the potential consumer towards the advertised product, and one that would be deposited in the long-term memory of a person [8].

The industrial advertising slogan refers to an international layer of vocabulary, more often created on the basis of Germanic (which is understandable by the modern processes of globalization) and Turkic languages (as a result of close contacts with the local Turkic population). In addition, we see the expansion of these languages into a variety of language areas: from everyday communication to advertising space in the region.

A special sphere of communication with a peculiar Russian language was formed along with the development of the advertising business in Tyumen. Many Tyumen residents use the following expressions: fresh in the office (Airfresh is air conditioner), copy (instead of copying), I like the French (buying a Renault car), my Toyotochka (affectionately calling the Toyota car), etc.

In this regard, it is necessary to have the maximum possible accurate information about the real language and sociocultural situation in advertising in the Russian province, which is currently in the process of formation.

The purpose of the study is also a scientific assessment of the suggestive influence of an advertising text on the everyday consciousness of various strata and cohorts of the region's population. Consequently, the emergence of specific facts of linguistic culture can ultimately be stimulated by the cultural development of society.

However, it is necessary to take a fact that the new foreign-language name of the product is just a quasi-word for a Russian person creating advertising of a particular industrial product, so Tyumen advertisers are forced to look for ways to adapt these words in the communicative space of Tyumen, and, in particular, in the mental consciousness of Tyumen citizens.

2.2. Impact of globalization and English language on communicative strategies

It is a well-known fact that globalization is a process of unifying the whole world by having the same goods, styles, and technologies. Every day we come across the fruits of this process which is greatly influenced by such great states as the United Kingdom and the USA.

Globalization must be seen not only as a way of doing business or running financial markets, but it became a process. For example, the British service sector deals with its customers through a call center in India, or a manufacturer designs its products in Europe, makes them in south-east Asia and sells them in north America.

There are several examples when the UK and the USA have had a great influence on the world economics, politics, culture, promoting their initiatives, movements, way of life, technologies. For example, during the 1960-s Presidential campaign John Kennedy promoted the idea of “peace army” dedicated to helping the peace in the world. In March 1961, Congress of the USA set up the Peace Corps. The new program sought to build friendship between Americans and other nations. Americans spent several months learning the language, history, and culture of the country where they would serve. Peace Corps volunteers have served and are still serving in Africa, Asia, Latin America, in Russia. They bring enthusiasm and hope to people who are struggling to improve their standards of living.

Industrial advertising has always been part of American life. In early colonial times many merchants often peddled their goods in the streets. They advertised by calling out to passersby, in addition, they placed printed advertisements outside shop windows. Today the United States has the largest advertising industry in the world and advertisers spend more than 97 billion dollars each year. Today, mass advertising persuades people of many different nationalities to use the same products. Millions of people around the world drink
the same soft drinks, drive the same cars wear the same clothes, and eat the same hamburgers. We should say that the European and American advertising explicit such an archetype as: the main person in the world is I, then the most important for me are my desires, my pleasure, my success, without doubt, as I am the best. Genetically modified food is actual in our diet. The first genetically modified plants appeared at the market in 1982. The main producers of new cultures are the USA, the Argentine and Canada. Among genetically modified products are corn, sugar beet, cotton and rape, resisting to pesticides, potatoes resisting the Colorado beetles.

One of the serious problems is that gene engineering thinks only about profit not about health of people. This is one of the bitter fruits of globalization [9].

But what is the role of the English language in the process of globalization? Cultural diversity of Europe means the existence of language diversity which provides the principle of equality of all the languages. The spread of languages means that any European must study and strive for comprehending of the languages of the neighboring countries. The most widely spread language still remains English – 58% of respondents think so, then French – 11%. Practically, the English language occupies the leading position, though it has been counted that 40 million of the European Union citizens use their regional language or the language of ethnical minorities. Hence, the European Union appreciates study of, at least, two foreign languages besides the native language. Different programs have been created. English plays a dominant role in media, interstate communication and broadcasting.

So, English is considered the global language, but a lot of scientists ask the question: Will English stay the global language or become a minority tongue? Of course, there are changes taking place that may affect the global dominance of English. In the 20th century western countries helped the spread of English as there were the strongest economics. In the past English borrowed new words from other languages. Today the worlds of communication and the Internet are rich sources of new vocabulary. The most characteristic features of any language, its vocabulary is dynamic change, improvement [10]. New words appear all the time. Borrowings is seen on TV, radio, press, industry, advertising, and other sources.

New economic realities demand the usage of authentic texts containing English and American words. English and American words are taken from industry, computing, sport. Still great amount of English words in modern European languages proves the fact that the English language has not been weakened as far as the influence of English is concerned.

English and American don’t lose their positions also because scientists have developed a new educational philosophy, which has become extremely popular around the world. The educational philosophy “Whole Language” started spreading in the USA for teaching adults and students. “Whole Language” includes the four categories: linguistic, programmed, commercial, pedagogical and political. Linguistic category includes teaching all kinds of speech activities through discussions of problematic situations, exchange of opinions, discussion of books, writing different kinds of composition, evaluation of actions and characters [11].

Trademarks can exist without advertising, but advertising can’t exist without trademark. Different graphic, stylistic, morphological devices create such advertising, which has its aims to draw attention, raise interest, develop desire, initiate action to buy.

So, English and American trademarks are holding strong position in the global trade. Some classical goods in the UK and the USA have traditional motives, names and surnames: Ford, Lincoln, Mercedes; names of animals: Jaguar, Cheetah, Scorpion, Spider, Skyhawk; names of cosmetics containing flora: Lilac Lady, Night Fuchsia, Rosebuds; names of historical associations: Benjamin Franklin, Cardinal, Napoleon, Oracle, Caesar’s Palace; geographical names: Fuji, Malibu, Seven Seas Lodge, Acapulco Pools; some trademarks show functions of goods: Comet, All, Tasty, Friend, Speedwriting; the principal trademarks of a man’s perfume in England contains the hint about strength, brutality: Man’s Man, British Rogue, Black Night, Hugo Boss, James Bond, Demon, White Hunter.

Due to linguistic devices advertising forms standard associations in the whole world, usually with life and activities of a famous person:

✓ Mercedes-Benz – a prestigious car
✓ Rolls-Royce – a luxurious car
✓ Volvo-a safety car
✓ Ferrari – a sportive car
✓ BMW – a comfortable car
✓ Volkswagen – a family car
✓ Nescafe Classic – quality and accessibility
✓ Kodak – the chronicle of America.
English catchphrases are extremely popular with all the nations of the world. These catchphrases are sometimes translated into Russian languages and are used side by side with other set expressions.

1. Any time, any place, anywhere - from the famous advertisement of drink Martini, popular in 70-s, the 20th century.
2. Be my guest – the title of the book by a famous hotel owner Conrad Hilton;
3. Business as usual – a usual sign on a door of a shop after repair or fire, but became popular due to W. Churchill, who used it in his speech in 1914 “The maximum of the British people is “Business as usual”.
4. The customer is always right – the phrase belongs to Gordon Selfridge, a well-known owner of department store “Selfridges”.
5. Don’t shoot the pianist – mentioned by O. Wilde in his book “Impressions of America” as the sign in some saloons in Rocky Mountains” Please, do not shoot the pianist. He is doing his best”
6. Good…to the last drop!” – the motto of the trade mark “Maxwell House”, told by President Theodore Roosevelt.
7. Is he one of us? – the phrase was said by the former prime minister Margaret Thatcher, it belongs to a group of people.
8. Make love, not war! – a famous motto of 60-s, which was against war in Vietnam.
9. Not in front of the children – not to argue or quarrel in the presence of children.
10. Show must go on! – the phrase was born among circus artists in the 20-30s, the 20th century. The same name film was released, and I. Gershwin and G. Kern wrote the song with the same title. Later the leader of the rock-group “Queen” Freddy Mercury sang the same name song before his death.

All above-mentioned facts prove that English and American have not lost their functions as global languages, and English and American way of life influence greatly on the global processes. The motivating potential of our language is a major process of the speech activity and the communication.

3. Results
Analysis of the results of the experiment revealed some features of the perception of industrial brands and their advertising. It can be assumed that the reason for the discrepancies is the linguistic and conceptual picture of the world of respondents in verbal associations. In the minds of the audience we interviewed, there is an unconscious switch from industrial brands to consumer brands.

The promotional advertising text has a greater suggestive component than a detailed analysis of technical characteristics in specialized catalogs. We have to admit that consumer interests prevail over professional ones. The data obtained during the study provide an opportunity to confirm our hypothesis about the contamination of meanings, i.e. inadequate perception of respondents of a professional orientation.

The process of the formation of new technical nominations and advertising is an interesting linguistic phenomenon, which anthropocentrically reflects a person's vision of himself and his inventions. That is why there is an abundance of units related to everyday communication in the world of technical nomination around us. They should be studied according to their role for a person, according to their purpose in human life, according to their functions in the development of a human personality, and according to their reflection in the linguistic consciousness of the speaker and listener. The industrial advertising landscape of Tyumen is one-sided communication directed towards a person - a consumer of information, while a consumer does not have the ability to choose the language of information, his reaction can only be in the positive, negative or neutral assessment. The language of industrial nomination and advertising is the basis of generalization and a tool of thinking and means of speech communication. Language is more than just a mean of communication. It is a mean of critical discussion, a discussion as objectivity of arguments in all sphere of industry and science.

4. Conclusion
Thus, the word globalization, English language and advertising strategies influence and form industrial communication. English is occupied by leading position in the system of industrial advertising. The influence of language on the formation of tastes, ideas, industrial policy and communication of industrial advertising is also revealed. The interaction of English languages is clearly manifested in the process of naming service objects and private enterprises. Among the huge number of new nominations, the names of food products and the names of mechanisms occupy the first place. Every day, a person encounters many of them in various media: television, newspapers, magazines, catalogs, posters, video clips, ads and other samples of advertising products.
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The following research is dictated by everyday life because a person is forced to adapt in everyday reality. Along with the development of the advertising business in Tyumen, a special sphere of industrial communication was formed on the basis of the advertising language of the Tyumen region.

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