

- development of the class of nominal words;
- development of verbal categories

The scientist, who recognized that "the classification of words by grammatical classes is a phenomenon associated with the essence and activity in the sentence", pays special attention to the meaning and activity of the name.

Based on the scientific opinions of I. I. Meshchaninov, who became a student of the famous Marr, he publishes several scientific articles concerning the specifics of the activity of the word in the sentence. These articles are published in the journal "Soviet Turkology", which is considered the main publication of Turkology of that period. In this article "Principles of construction of the historical grammar of the Kazakh language" the scientist identifies seven main patterns of modern time in the diachronic and synchronic system of the Kazakh language. The main principle here is the consistency of the language, its connection with each other. "The concept of system in the historical study of language involves the interaction of various aspects of the language structure: phonetics is associated with morphology, and morphology with syntax, vocabulary – with morphology and syntax" [580].

**Conclusion.** One of the main advantages of the work of the scientist is a systematic study of the grammatical development of nominal and verbal bases in the Kazakh language. Morphemes as building materials of our language. The roots and bases in it, the derived words, etc. the units of the language form a subsystem. Therefore, the study of morphology is the study of the basis, the construction of a language system. In contrast to this time, M. Tomanov has a special scientific theoretical significance for the study of the historical morphology of the Kazakh language.

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Madiyeva G.,<sup>1</sup> Uzakbayeva Z.<sup>2</sup>

<sup>1,2</sup>Al-Farabi Kazakh National University,  
Almaty, Kazakhstan

## THE CONCEPT OF BRAND AS A LANGUAGE SIGN

### Abstract

The article discusses the general nature of the concept "brand". In this work, attention is directed to definitions that allow us to study a modern brand as a sign that enables to build a concept for its promotion. Under study of this phenomenon, linguistic knowledge is in demand, mainly when developing a brand name (company name, trademark name, brand naming, etc.). This is due to the awareness of the important role of the name in identifying both the brand itself and the product that it stands for, as well as the manufacturer of this product. In this regard, the definitions are specified that unite the product or service itself, their material (product, service, organization, person by name, trade mark, motto) and non-material (reflection of product properties in the minds of consumers and the effect obtained as a result of "meeting" with the product) characteristics. The brand phenomenon is considered from the point of view of cognitive linguistics and the theory of signs.

**Keywords:** brand, branding, sign, trademark sign, trademark

Мәдиева Г.Б.<sup>1</sup>, Ұзақбаева З.А.<sup>2</sup>

<sup>1,2</sup>Әл-Фараби атындағы Қазақ ұлттық университеті,  
Алматы, Қазақстан

## БРЕНД КОНЦЕПЦИЯСЫ ТІЛ БЕЛГІСІ РЕТІНДЕ

### Аңдатпа

Мақалада “бренд” ұғымының жалпы сипаты қарастырылады. Бұл жұмыста заманауи брендті оны ілгерілету тұжырымдамасын құруға мүмкіндік беретін белгі ретінде зерттеуге мүмкіндік беретін анықтамаларға назар аударылады. Бұл құбылысты зерттеу кезінде лингвистикалық білім негізінен брендтік атауды (фирмалық атау, маркалық атауы, бренд-нейм және т.б.) әзірлеу кезінде сұранысқа ие. Бұл атаудың брендтің өзін де, ол білдіретін өнімді де, сондай-ақ осы өнімнің өндірушісін анықтаудағы маңызды рөлі туралы хабардар болуымен байланысты. Осыған орай материалды, яғни өнімнің өзі мен оның материалдық (тауар, қызмет, ұйым, тұлға жеке тұлғаның атымен, фирмалық атауымен, ұранымен) және материалдық емес (өнімнің қасиеттерін тұтынушылардың санасында бейнелеу және “кездесу”, тауармен танысу нәтижесінде алынған әсер) ерекшеліктерін біріктіретін анықтамалар айқындалады. Сонымен қатар бренд феномені когнитивтік лингвистика және де белгілер теориясы тұрғысынан да қарастырылады.

**Түйін сөздер:** бренд, брендинг, таңба, тауар белгісі, тауар маркасы

Мәдиева Г.Б.<sup>1</sup>, Ұзақбаева З.А.<sup>2</sup>

<sup>1,2</sup>Казахский национальный университет имени аль-Фараби,  
Алматы, Казахстан

## КОНЦЕПЦИЯ БРЕНДА КАК ЯЗЫКОВОГО ЗНАКА

### Аннотация

В статье рассматривается общий характер понятия “бренд”. В работе внимание обращается на определения, которые позволяют нам изучить современный бренд как знак, который позволяет выстраивать концепцию его продвижения. При изучении этого явления лингвистические знания востребованы, в основном, при разработке названия бренда (фирменное название, название марки, торговая марка и т.д.). Это связано с осознанием важной роли имени в идентификации как самого бренда, так и продукта, который он обозначает, а также производителя этого продукта. В связи с этим уточняются определения, которые объединяют саму продукцию или услугу, их материальные (продукт, услуга, организация, лицо по имени, торговая марка, девиз) и нематериальные (отражение свойств продукта в сознании потребителей и эффект, полученный в результате “встречи”, знакомства с продуктом) характеристики. Феномен бренда рассматривается с точки зрения когнитивной лингвистики и теории знаков.

**Ключевые слова:** бренд, брендинг, знак, товарный знак, товарная марка

**Introduction.** Down the ages people need to communicate, to transmit certain feelings or information with the help of symbols. These symbols distinguished the proponents of one idea from the competition. Symbols allow to show the individuality of a person or group, to show their pride or certain Qualities. People gathered under a definite flag, defending their ideals.

For the past 130 years, the word “brand” has been closely associated with the concepts of “trademark”, “trademark symbol” and “product”. Semiotics facilitates the consideration of the cultural relationship between the consumer and the brand. It allows to test communication and advertising capabilities, i.e. determine the relationship between the interpretation of the message and the resources used by the consumer, and organize effective use.

Branding is an important part of the “consumer generation” in our lives. Only a brand can make an ordinary trademark attractive to the consumer. A brand is, primarily, our emotions, our sensitivity, our feelings. A brand is a link between a product and consumers, and, first of all, a kind of mental process in the consumer's head. Close to the meaning of a trademark in terms of a brand. By comparing brand and trademark definitions, it becomes clear that both concepts are a way to distinguish similar products from one manufacturer from another.

When a commodity appears on the market, it has a definite attitude, which can be positive or negative. These looks are directly related to the brand. A brand is a perception of goods and services in a consumer game, a label for goods and services [1].

Branding is a highly effective technology for attracting and retaining consumers. Branding is a comprehensive approach to the consumer with the help of the brand, packaging, advertising, sales promotion programs and its distribution among other competitors.

The creators of the image of the brand take into account the physical properties of the product, the feelings that it causes to consumers, as well as its psychological impact.

Trademarks and trademark symbols are part of the product policy. The trademark symbol means that the manufacturer has full rights to the goods and its Quality. This, in turn, increases the responsibility of the manufacturer and strengthens the trust of consumers to the product [2].

**Methods.** A trademark symbol is a concept that is protected by law and can be distinguished from other goods by word, image, size. Trademark symbols include: term, symbol, image, symbol, letter and number. A trademark symbol is a means of identifying the products of a firm, it is considered a trademark or a trademark symbol. Due to the high image of trademark goods, their prices are estimated at 15-20% higher than non-branded goods.

There are 4 types of trademark designations:

1. Brand name. It is a word, a letter or a group of words and a letter;
2. Brand symbol - a symbol, image, distinctive color or symbol,
3. Trade image - personalized image of the product;
4. Trademark - a brand name, brand symbol, trade image or a trademark symbol protected by law.

In accordance with the research of the consulting company Interbrand, which specializes in branded products, the most popular positive brands in the world are McDonald's, Coca-Cola, Disney, Kodak, Gillete, Mercedes-Bens,. The term "trademark symbol" is closely related to the concepts of "trademark" and "branding".

A trademark is a broader concept than a trademark symbols. A trademark or brand is a concept that represents a symbol of trademark associated with the image of the product in the perception of the buyer. A brand cannot exist without a title. Only in the presence of a trademark we can call it a "brand".

A brand is a trademark symbol, or what we now call a brand, not just a mark, but everything under that mark. It was not a mistake to call beautiful symbols and corporate style a brand. A brand is not just a trademark symbol, it is a promise made to a consumer and the fulfillment of that promise[3].

A brand as an image is formed in the minds of consumers through the consumer's relationship with this brand. The perception of the brand by the target audience can be very different from the ideas of its inventors. Consumer perception of a brand in a special term is "brand image". Brand image is a set of subjective associations that first appear in the mind of a consumer when he sees a brand's packaging or hears a brand name. These can be free associations, but the method of semantic differentiation is often used for the convenience of data processing.

The word "brand" has been around for a long time. At first there was a noun, then it became a verb. Branding means something of value. Branding increases value. Branding has always been so, and now it is more real than ever, regardless of what brand you create, be that product, service, company, event or your own work of art. In 1988, the British food company RHM (Rank Hovis McDougall) went down in history when it first added value to the brand on its balance sheet; they valued their brands as any other asset. The brand became the main financial asset of any enterprise.

At the same time as the brand of the competitor may be more or less incomprehensible, but the Quality of the product or service, the majority of consumers will choose the brand, which is more compatible and understood [4].

Consumers will not always be able to choose the best. Tests have shown that if you tell a consumer that a product, such as chocolate, is made by a well-known company, this product will look better to him than a well-known competitor. As a result, the owner of the brand, occupying a positive position, can give a significantly higher value (price).

The original concept of the brand is far from what was thought of earlier. The uniqueness of the brand means everything. The brand determines the Quality of the product, which has a positive effect on the consumer from a particular seller and arouses his interest in buying a particular product [5].

It should be noted that not every trademark symbol is a brand. For this trademark symbol must be popular in the market and win the trust of consumers. A trademark of a product or company, represented in the form of a symbol, image or sound title, is not yet a brand.

**Research result.** Since time immemorial, humanity has spent most of its time talking with people and relaxing. In fact, a person has to spend a lot of time choosing and searching for goods. Branding makes it easier and faster for consumers to choose the right product, and also saves time. Branding uses Sampling as an effective tool to provide consumers with free samples of products to make sure they are different from other products and to see what is real.

Branding is important for products with invisible, intangible characteristics. This is due to high-tech products, as consumers need special training to see their uniqueness. Brand building is a creative endeavor that requires deep knowledge of consumers, competitors and the market. This is a long, complicated and very expensive process, so large companies invite professional and specialized firms to carry out this work. The world famous branding company Brandinsitute Inc. offers the following brand development scheme, and one of the most important aspect is linguistic screening of the brand name [6].

On choosing a particular trademark, the consumer demonstrates the importance of the individual characteristics that characterize the product by joining the connotative content assigned to the brand. In this case, the consumption of a product is a symbolic act that proves to the consumer that it is really important to him. On the other hand, the social values that characterize a trademark allow the consumer to communicate with important members of social groups, to make a certain impression on them, maintain a high status in society, and thus increase self-esteem.

The brand name is one of the most important attributes of a brand. This is due to the fact that the consumer is in direct contact with the brand and is considered two active communicators. A customer service communications service maintains the brand's relationship with the consumer and informs the consumer about the brand's content. Branding

elements help the consumer to identify the product and create a positive brand image. These elements are important attributes of service brands: shops, airlines, travel agencies, banks, mobile operators, etc. The graphic part of the corporate symbol is the mark, and the specific spelling of the symbol name is the logo. As a brand attribute, a corporate symbol performs the following functions:

- help in brand awareness;
- differs from the corporate elements of the competitor;
- convey the meaning and associations of the brand;
- be easy to remember, simple, but elegant.

Famous brand logos create accurate and reliable associations with goods and services that can only be identified by seeing a single symbol of the company and its products. In addition to the physical characteristics of a product, product name, packaging, and trademark, attributes used to distinguish consumers from competitors can also be brand attributes.

Brand creators often try to come up with new naming categories that are filled with all sorts of positive properties and are consistent with the nature of the product. The main requirements for a brand name are: 1) the accuracy of the brand name; 2) brevity of the brand name; 3) expressiveness (the ability to correctly convey the attitude towards the product); 4) authenticity; 5) pleasant hearing [7].

**Discussion.** When studying a brand from the standpoint of the theory of a sign, it is necessary to determine which components should be considered in its meaning. Positive feedback is formed as a relationship between a brand and a consumer, which can be described as follows: a person perceives various official signs that identify this brand. The resulting image is then associated with the effect obtained after the use of this sign. This stems from the experience of consuming a particular brand, the promises and offers made to the customer, and the messages provided by the brand and association when consuming these brand attributes.

The multidimensionality of the brand value is also manifested in the fact that it combines the characteristics of two plans: 1) those laid down by the developers and included in the original concept; 2) values actually reflected in the consumer's mind as a result of the "meeting" with the brand and fixed in the form of components. Both groups of features make up the brand image in the speaker's picture of the world, and therefore it should be considered, but mixing them is not entirely correct.

The meaning of a brand, consequently, raises many questions and represents a special scientific problem that requires deep understanding that can not be presented within the framework of a single article [8].

Another concept is connected with the emotional aspect of brand perception. It is based on the analysis of the feelings of consumers who perceive or do not perceive a particular brand on the market. It more fully reflects the structure of the brand, as it relies on the analysis of a specific result, the final effect of the impact of a trademark on the consciousness of consumers.

Sensual, or physical, sensations reflect how a brand looks, smells, sounds, etc. Traditionally, it is believed that a brand should look good, attract attention, catch the eye, but recently there has been a trend: the brand is no longer so attractive attention, how much intriguing, captures, very often not being either bright or particularly original (attention is drawn to it during a rather long advertising campaign).

Among the multitude of colorful and flashy brands, many Western companies prefer simple and stylish ones that most accurately reflect the specifics of their product.

A brand should be energetic and confident, inspiring confidence in potential buyers. However, it is necessary to periodically remind people of the existence of such a brand (usually several series of advertising messages are used for this (from 10 to 35 messages in each series)).

Now let's talk about the criteria for evaluating the "ideal" brand name.

Here are some rules for choosing the ideal name for a company and product:

- Short and to the point. Shortened version.

Of course, there are successful products that have a long and meaningless title. But luck came to him not by name. A good name should be remembered quickly, pleasantly and, of course, to signal to the buyer.

- Excellent and unique from others.

The ideal title should immediately explain to the consumer what distinguishes its product from competitors.

- Honesty.

A good product name should provide a unique but accurate information about the company and the product.

- Creating a communication process.

Positioning in the product, and the company has a goal. A good name speaks to everyone, why is it a product and what is the direction of the company's activities. The successful name of the product from the first minute begins to form long-term relationships between the product and the consumer.

- Monumental.

The name of the product should be easy to remember, easily pronounced and acceptable.

- Good for ears and eyes.

The human brain translates words and sounds. The name of the product is said a million times more often than what is read. Therefore, it is necessary to be pleasant to listen. There should be no negative associations. If a particular

name is known in a country as bad reputation, give up on it, this is bad reputation. A good name should not evoke negative emotions [9].

The emotional elements (feelings) of a brand convey how the brand expresses itself. This feeling forms the style of the brand, and its mood. Certainly, to keep the messages from being dry and boring, all messages from the label must be rational and correspond to the emotional messages.

The strategic goal of the brand is to establish and strengthen the relationship between the consumer and the brand. Manufacturers of world-famous brands can sell their products at high prices, because for their consumers are very valuable feelings and associations associated with the brand. Consumers need to understand what a brand offers. In this case, the experience of using the brand and marketing communications will lead to an agreement on the brand. The brand agreement includes in itself a set of promises and suggestions made to consumers on behalf of the brand, and the correspondence between the promise of the brand and the actual result obtained by the buyer. In the consumer experience of consumers in relation to a brand, three areas can be distinguished, depending on which component is considered in the influence of the brand. The manifestation of a rational attitude, that is, vision - knowledge, evaluation, thinking, belief, ideas, imagination. Emotional relationships include feelings, emotions, worries, and mood. Examples of emotional relationships are behavior, the level of satisfaction from product consumption. Action relationships include action, enthusiasm, conditional and various actions. An active approach is the desire to buy a product, make purchases as a model, explore the product, re-purchase, and regularly use a particular brand [10].

**Conclusion.** A brand is words, symbols and images. First of all there are attracted by the symbolic nature of the studied phenomenon. Since a symbol is a sign, it can be argued that a brand is also a sign, because it has all the necessary characteristics: there is a certain object or a set of objects (referent) designated by a certain and fixed name (exponent) and reflected in the minds of speakers (creators and consumers brand); there is a mental image of the brand name (designator) and its characteristics (meaning). The brand is a sign of a special nature, as it is created artificially and in an extremely conscious way.

Due to the fact that the brand is fully studied at the development stage, we turn our research interest to the next period after its creation. After entering the market of goods and services, it begins to function separately from the development team and penetrates the cognitive space of users, becomes part of their picture of the world. Some associations arise, certain features are highlighted, which, as a rule, correlate with the brand name. Therefore, we consider it possible to study the phenomenon of a brand through its name, consider this name as a sign and assume that the achievement of this goal is facilitated by the study of the phenomenon of interest to us from the standpoint of cognitive linguistics and the theory of a sign.

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Mambetova M.,<sup>1</sup> Kalbyrova T.<sup>2</sup>

<sup>1,2</sup>al-Farabi Kazakh National University,  
Almaty, Kazakhstan

#### OFFICIAL BUSINESS CLICHE (on the material of the Kazakh language)

#### Abstract

The article deals with the linguistic nature of the concept of clichés, which refers to ready-to-use units of language, including the semantics and function of special Kazakh official business clichés. The purpose of this study is to identify