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**The cultural, social, economic and psychological effects of advertising**

**Abstract:** In this study, in order to explain the short history and current situation of ads and advertising, the concept of advertising will be mentioned firstly. Then the rise and development of advertising activities will be discussed and modern advertising will be given. The functions of advertising will be explained and the difference between traditional and new media will be revealed.

**Key words:** advertising, media, advertising activity, modern advertising, advertising development.

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**Introduction**

The word advertising is one of the innovations brought by capitalism to our lives, and it is the most important tool in the marketing of the system itself. As a term advertising briefly means all possibilities to promote an industrial or commercial enterprise by creating a psychological impact on the public and to increase the sales of a product (Lewis Dictionary), but also it has many expansions and implications.

The cultural, social, economic and psychological effects of advertising are inevitable. If we make an in-depth analysis of the place of advertising in our lives, it is a concrete reality in which all kinds of materials in the communication age are the elements of advertising. The television, which is the first in the visual communication tools, is able to have gained and maintain its current operability thanks to the advertisements. All tv shows, programs and similar broadcasts are indeed commercial advertisements. The internet, which has become the sine qua non of our life in the last 10 years, is no different from television. You may not get rid of the advertising clamp while walking on the road. Wall advertisements, flyers, audio announcements are now an ordinary detail of our daily life. When you go to a jungle or any other deserted place, even if you are away from people, you can

be notified of a discount in a store with a message coming to your phone at this time.

From a sociological point of view, advertisements inflict an inferiority complex because of the products that people cannot get and they pump consumption madness to the people. Another convincing mission of advertising leads people to see everything as semi-fantasy and they make people away from the sense of reality. In addition, keeping expectations high may be disappointing in the face of unfulfilled expectations. It should be kept in mind that the ad takes a negative role in the defendant's chair and on the other hand, it plays a social role with its positive aspects because some useful issues are provided through advertising. Education, aid, health campaigns can be given as examples. These activities, which are very difficult to reach to large audiences under the conditions where advertising is not available, can lead to social life through advertisements.

When we examine advertising in the field of politics, the importance of advertising for political parties is indisputable. The sector, which is activated before each election, reveals the numbers announced after the election and we need to estimate the position of advertising for parties. As we can see from all these, advertising has become a part of our lives. The concepts of advertising and advertising are closely linked to sociological and psychological elements as well as to economy and technology. As long as the world's current system continues and technology is developing rapidly, advertising will continue to be a part of us that is very difficult to separate.

At this point, a sharp separation takes place in the form of the environments where advertising is provided. The task of traditional media is now being replaced by internet-based environments called "new media". This situation increases as the time spent by today's people in this new media increases. Hence, advertising is becoming faster, more variable and personalized than in the traditional ways. The Google algorithm is now able to estimate the needs of individual internet users by looking at the history of the search and the history of the web browser. This prediction allows people to see a special ad designed for them.

In this study, in order to explain the short history and current situation of ads and advertising, the concept of advertising will be mentioned firstly. Then the rise and development of advertising

activities will be discussed and modern advertising will be given. The functions of advertising will be explained and the difference between traditional and new media will be revealed.

### **Advertisement**

Etymologically the word “advertise (v) means "to take notice of" (a sense now obsolete), from Old French advertiss-, present participle stem of advertir (earlier avertir) "make aware, call attention, remark; turn, turn to" (12c.), from Latin advertere "to direct one's attention to; give heed," literally "to turn toward," from ad "to, toward" (ad-) + vertere "to turn" (versus). Conceptually, advertising has different definitions due to the wide range and versatility of the application area (Lynch, Ross, Wray, 1992: 84). Apart from product promotion activities, the advertisement has definitions as “cave art of 20th century”, "salesperson in printed medium", "announcements made in printed, broadcast or various electronic channels for a certain fee in order to attract the public's attention to a product or service". These definitions reduce the concept into the media scale (Richards and Curran 2002: 63-64). In its simplest sense, advertising is 'to draw attention to something or 'to inform someone of something '(Dyer, 1982: 2). The purpose of the ad, the tools and methods used in advertising, the differentiation of the business processes in advertising itself, and the different conditions that arise in practice, conceptually make it difficult to have a common definition for the advertisement.

In traditional terms, advertising has five basic features that it must be based on a specific fee, be non-personal, resource-specific, mass media product and has a power of persuasion or influence. With these basic features, advertising is the non-personal communication work carried out by using a mass media to convince or influence the target audience. Bennett, from the American Marketing Association, defines the advertisement as an activity carried out for information purposes, beyond the intention to carry out the sales action for a particular market. According to the definition in the Urdang Dictionary in 1992, advertising is a reliable, fast and consistent message delivery as a marketing tool. Advertising is a form of communication for which the source of it has a specific identity and designed to make the buyer buy the products and services right now or in the future. (Richards and Curran, 2002: 68-75). According to the American Marketing Association (AMA), advertisement is all

promotional activities, except face-to-face sales, in which the idea, service or product is promoted by a specific source (Pattis, 2004:2-3).

According to Olubunm, the nature of advertising brings different definitions to the advertisement as a concept. Journalists treat advertising as communication, public relations, or a persuasive process, sociologists and economists take social or economic effects of advertising while philosophers and moralists are more interested in the impact of advertising on behavior and ethics (Olubunm, 2013:5-6). Advertising, which is an integral part of the twentieth century consumer culture and one of the most important forms of representation of the contemporary world (Nava, et al., 1997:3-4), goes beyond the purpose of promoting the product or service in the process of decoding and interpreting the message contained in the advertisement and it covers information about our personality and ideological positions (Cook, 200:1). Advertising in a broad sense is a pre-planned and non-personal communication aimed at promoting products, services and ideas carried out by a variety of communication tools and methods for a price, by a certain source. (Arens, Michael and Arens, 1999:6-7).

### **Functions of Advertisement**

The advertisement has a function that allows the consumer to purchase a product or service immediately or later in the market. In this context, Kotler (2002:198) states that the advertisement has four basic functions:

- **Economic function:** The nature of the economic function of the ad is primarily to promote sales and increase the amount of revenue from selling a particular product within a given period of time for a given unit. Advertising provides information about a good or service, creates the need for a product or service and leads people to buy them. The more advertisers respond to advertising for advertisers, the greater the likelihood that the economic function of the ad will appear.

- **Social function:** The messages given to the target audience through advertising, visual, audio and moving images have an important effect on the awareness of the individual. In addition to promoting a product or service, advertising is also effective in shaping the inter-individual social relations and the formation of the ideological values of society. Advertising, which has effects in the

formation of the consumption instinct and the formation of the existing instinct, has a feature that nourishes the culture of consumption by affecting the needs of individuals in the economic dimension.

- Marketing function: In addition to being an important component of marketing, advertising is an indispensable part of the marketing processes of brands with its features such as presentation of products and services, increasing sales in terms of advertisers.

- Communication function: The advertisement, which is seen as one of the special forms of communication, is designed to perform a direct or indirect communication process from the advertisers to the target audience.

### **Emergence and Development of Advertising Activities**

The phenomenon of advertising cannot be considered independent of economic activities, and in this context there is a history of advertising as far back as the beginning of trade. In its historical adventure, advertising has undergone a transformation from an announcement to an proclamation, and from local advertising as a professional activity, and to international activity through which that transcends the boundaries of national dimensions. Some writers consider the beginning of advertising as the 3000s BC. In this period, the efforts of the merchants of Babylon with the support of the touts and the signboards placed in front of their shops are considered as the first examples of advertising. The emergence of outdoor advertising goes back to the early Egyptian, Mesopotamian, Greek and Roman civilizations (Mattelart, 2005:10-20).

Modern written advertising traces back to Old Rome. The spread of literacy in the Roman Empire paved the way for buyers and sellers to obtain information about price and product from billboard advertising. The term "libel" used in English today has Latin origin which was used to reveal debtors who fled to pay their debt with their names displaying on billboards (Ekelund and Saurman, 1988:8-9)

In Jack Engel's book titled Advertising it's claimed that advertising has a long history that in Neolithic (BC 5000) age people made used of advertising to create commercial relations with each other in order to meet their basic physiological needs such as sheltering, food and clothing (Engel, 1980:26). The fundamentals of today's advertising approach have been taken with the development of

printing techniques and the printing press (the printing machine invented by J. Gutenberg in 1454 pioneered important developments in the field). The German inventor Johannes Gutenberg began working on the "moving type" among the printing methods in 1435; developed a systematic combination of paper, ink and small metal letters (Asimov, 1994:103).

Another important name after Gutenberg in the history of advertising is the 17th-century physician, journalist and advertiser French Theophraste Renaudot. Renaudot, who was born in Loudon in 1586, was the child of a rich Protestant family. He studied medicine in Paris and Montpellier. Renaudot, a 20-year-old physician, traveled to Switzerland, England, Germany and Italy when he was too young to do his profession. When he returned, he met and became friends with Richelieu, the cardinal of the future, through an acquaintance of his parents. Thanks to this lucky event, Renaudot rose to the rank of official physician of Louis XIII. However, Renaudot was also a writer and thinker as well as a doctor. His thoughts on the poor people of Paris led him to set up an employment office and notice board appealing to the unemployed. This formation soon became a clearing house with information sharing for those who are looking for jobs and workers, those who buy goods and want to announce something to the public have started to benefit from this office. Renaudot, who wanted to spread the information faster, began to publish his first French newspaper in 1631 under the name *La Gazettee* (inspired by the currency he learned in Italy). Thus he became the first French journalist and inventor of personal advertising (Tungate, 2007: 20-21).

With the discovery of the printing house, the advertising takes a new form in England also: One of the first ads in the newspaper, the printed press, was found in 1625 in the back of a London newspaper. The UK's first advertiser is likely to be William Tayler, who opened an office in Warwick Square, London in 1786. Tayler's company was later named as Tayler & Newton, and served as an advertising sales representative to printers that often published newspapers to promote their business (Tungate, 2007:21).

Among the names influencing the development of advertising agencies in advertising history are Volney B. Palmer and George P. Rowel. Volney B. Palmer, who set up America's first advertising agency, started advertising business by accepting advertisements for various newspapers. The owner of the office himself says, "Because

we are the authorized agency for most of the best newspapers in all cities and towns in the *US* and Canada, we receive advertisements and subscriptions every day." Then George P. Rowel was interested not only in newspapers but in all mass media of that period and took important steps towards improving agency services. Until the *1880s*, the main service of the advertising agencies remained as the sale of the advertising area, and up to this period, the responsibility of writing texts were included in the scope of agency service in *1900s*. It became increasingly difficult to attract public interest due to the growth of markets, the expansion of advertising budgets, the creation of advertisers as a complex community, and the advertising agencies started to provide services such as visual design, the choice of printing type and simple market analysis in the writing of ad text (Tungate, 2007:23-30).

George P. Rowel, who played an important role in the advancement of the sector, prepared a guide covering the advertising fees of almost all newspapers in New England at the request of one of his customers. His main source of livelihood was to buy advertising space from newspapers and to sell pieces by adding a dividend on it. In *1869*, Rowel expanded his business and developed the first media guide. This guide was very comprehensive and included circulation information and advertising fees for more than *5,000* newspapers in the United States. In the following years, the number of advertising agencies increased and in *1917*, the American Association of Advertising Agencies started its activities with its *111* members (Tungate, 2007:24).

In the first days of advertising activities, when it had not yet become widespread and been simple as compared to the examples of today, advertising had purposes to inform, persuade to buy and remind. Until the Industrial Revolution, advertising had remained at the local level, such as production. It is known that the Industrial Revolution in the period between *1760* and *1830* deeply affected and transformed every element of the economic level. While factories were established in almost every region of Western Europe, there was a large population migration from the rural areas to the cities that became ports and railways. It gained meaning as the main objective of the production to be carried out at the mass level rather than the distribution of production. This situation also affected the advertising

sector and accelerated the transition to modern advertising (Bittner, 1996:18).

### **Historical Development of Modern Advertising**

Even though modern advertising is considered as today's advertising, the end of the *19th* century and the beginning of the *20th* century should be accepted as a modern era in terms of advertising. We can classify this period in four periods as Product Compatible Approach, Product Symbols Period, Personalization Period, Market Segmentation Period.

**Product Compatible Approach (1890 - 1925):** In this period, the development of commercialized printed media directed advertising towards the product. Advertising agencies went beyond their role in selling advertising text and advertising to sell new national branded products, just to sell their goods, and turn to the informative form of convincing the product of advertising.

**Product Symbols Period (1925 - 1945):** The professionalization of agencies and advertising influenced public policies by using the possibilities of radio as a new tool. From the product-based approach to the consumer-oriented advertising format, advertisers began to shift their ads to symbolic form, with the belief that consumption relies on non-rational incentives.

**Personalization Period (1945 - 1965):** In this period, agencies directed the information they received from radio and magazines to the television as a new media. Television quickly became the most well-known tool of national branded product campaigns and a major part of the revenue of agencies. The communication potential of the television offers new areas in terms of personal and imagery program formats that were suitable for the purposes of advertising. The fact that more information about consumers were both created and harmonized with professional research centralized the impact of advertising.

**Market Segmentation (1965-1985):** After *1965*, advertising practices adapted the existing market to the multimedia conditions. The television itself were directed towards specific audience types by advertisers to better reach local and specialty markets and compete with what other media offer (Brierley, 2005:30-32)

With this industrial production and market expansion that goes beyond being local, advertising reached a mass dimension. Abundance of food, clothing, soap etc. encouraged producers that perform

activities in front of the door to enter into distant markets. Some manufacturers established chains of retail stores, some others preferred to distribute their goods with wholesalers and retailers (Tungate, 2007:21).

Mass production which necessitated a widespread consumption capacity, mass press, flybill, posters, and later newspapers led to a much wider spread of advertising texts. Expanding the scope of advertising increased the demands of consumers and also encouraged individuals to seek the brands they knew in the market. In this context, the advertisers created economies of scale through the development of a pre-packaging understanding that created quality assurance in the consumer by eliminating the packaging tradition that the retailers had realized (McDonald and Scott, 2007:2).

### **Traditional Media**

Before examining the traditional media, it is necessary to explain the concept of media. The media is defined as the tools and means for delivering large quantities of messages to the receiving audiences in different places in time and space. Radio, television, cinema, magazines, books are the means what first comes to mind when one refers to media. Although the validity of these mass media continues today, with the technological changes experienced, diversity and innovation have occurred in the media concept as well as in every field. The transformation era in this media has allowed the change in media technology and consequently the change of media content (Kotler, 2002:79).

Mass media such as newspapers, television and radio are now referred to as mainstream, traditional or old media. Due to its traditional structure, traditional media is in the form of the transmission of messages with a one-way communication (top to bottom) to the homogeneous passive audience that contains one or more of the elements such as image, sound or text. One of the most important features of traditional media is that channel selection is important when transmitting messages. Here, the message to be transmitted by the persons and / or persons in the source function is controlled (Bittner, 1996:18).

In other words, traditional media are the media where people can communicate with the people through the written and visual media such as newspapers, magazines and television. These media

outlets are generally unidirectional and individuals are in the position of consumers. Individuals cannot modify media content such as entertainment, images, news. In this process where individuals cannot intervene in, they are the only party that consumes content. Traditional media is considered as a structure where both advertisements and announcements as well as the published content can be measured and analyzed, and the results of such activities, such as content, advertising and announcements cannot be measured and analyzed. Due to its certain features such as being unilateral (broadcast only), costly, traditional media tools appeal to large audiences, and the results are more apparent (Wilmshurst, 1999:7).

Now it is possible to examine the traditional advertising types under three main types: (Hanekom and Scriven, 2002, s. 50-52):

Print media ads: Newspaper ads, magazine ads

broadcast media ads: Television ads, radio ads, cinema ads

outdoor media ads: Billboards, Banners, Mega boards, Illuminated Ads, high rise / totems, Wall and roof ads.

Advertisements designed according to traditional media generally appeal to the masses. In other words, it is not personal and it accepts the target population as homogeneous. It takes time to renew in accordance with sudden changes. Moreover, the information flow has accelerated for the time being which makes traditional ads long boring when they remain unchanged. In today's world, advertising budgets are now shifting to the new media order.

### **New Media**

The communication technologies used in every field have caused various reflections on the social structure and these reflections have been called as the age of information in our age. Developments in digital language, computer language, advances in the field of satellite technologies are the most important factors in the information age (Giddens, 1987, s. 462). Digital communication tools such as internet applications, touch radios, digital TVs, smart phones, internet applications, digital cameras are included in the new media concept (Laughey, 2010, s. 157-158).

According to another definition, unlike traditional media, the new media concept is expressed as communication tools in multimedia forms in which the multi-layer interaction takes place at a high speed between the actors of the communication process, which

has the digital coding system on the basis of a simultaneous and very intensive capacity (Van Dijk, 2004, s. 146).

The concept of new media started to be shaped by integrating the developments in the field of computer and information technology in the field of communication after 1970s. In the early days, digital processing and communication methods were introduced from analog processing and communication methods. Later, computers, which were the tools of new communication technology, started to take place in our lives. Thus, new and different dimensions started to be added to the new media concept with the development and advancement of computer and internet technologies in the 1990s (Van Dijk, 2004:146). Although the emergence of new communication technologies provided opportunities for traditional media, it brought with it certain challenges. Especially the presence of the Internet and new media is challenging the traditional media. With the existence of the new media, the parties of the communication which has been carried out for a long time in a single way and in a collective manner have become the senders and producers (Garrison, 2005:16).

Since advertising messages are often embedded in programming, traditional media are often based on interfering with the audience to announce their messages to the target audience. In contrast, new media often requires the user to select and search for information or advertising. The new media brings together the advantages of both printed and electronic media. This is because, in addition to the communication speed, it also allows for control of speed and exposure to customizing the information. While the traditional media has a top-down communication model from the producer to the consumer, the new media allows consumers / users to contribute to the content, enabling them to come into the urea-consumer state and thus to create a bottom-up communication model (Fortin, 1997:3-4).

As Lister and other new media experts (2009: 44) state, the main characteristics defining the new media concept are "digitalism, interaction, hyper textuality, virtuality, network connectivity and simulation." These characteristics have enabled individuals to communicate independently from time and place, to participate in activities, to chat, to find friends and to marry, to produce its own content and to present it in new media formations, to manage and participate in social events.

With the digital language prevailing in all communication technologies, it is possible to list the basic features of new media technologies in our daily lives: (Rogers 1986:18-19):

- **Being Asynchronous:** With the new media, the individual can transmit information at any time. At the same time, the new media, which eliminates the necessity of simultaneous transfer of information, offers access to the content at any time.

- **Demassification:** Unlike traditional media environments, new media environments offer the ability to send individual messages and receive private messages from individual and large users. While messages sent through traditional media tools cover the entire target audience, it is possible to send individual messages in new media environments. The massaging feature of the new media has made the messages that belong to the individual and that concern the individual to be sent to. In other words, messages can be individualized and personalized in this way (Carlson, 2005: 69). In addition, the new media user can organize the media in line with his / her own wishes and expectations, take the content that meets these demands and expectations and find the opportunity to be exposed to those messages.

- **Interaction:** Broadly defined interaction is the user's involvement in influencing and changing the content and form of communication in real-time online communication. Interaction means more user participation in consumption rather than consumption in neo-liberal societies with different authority relations (Lister et al., 2009:21-23).

The concept of interaction that expresses a strong structure that individualizes media usage, zooms in on user and media content, and offers a wide range of users is the most important feature that distinguishes new media from traditional media. The interaction feature that puts individuals from passive to active position offers individuals the opportunity to produce content rather than just buyers and to direct this content in new media environments. Thus, in the traditional media, the viewer, the listener, the reader is considered as the user, because he is in the position of producing and consuming in the new media. Interaction in new media can take place in different ways, including individual-technology/content interaction, individual-mass communication and individual-individual interaction.

Today, "convergence" is one of the important elements that contribute to the new concept of new media. Convergence refers to the use of multiple technologies at the same time and together, and in this context, all technologies act as a single tool. (McPhillips and Merlo, 2008:237).

### **Advertising in New Media**

Internet becomes an attractive medium for advertising since it is innovative and contains changing technologies. Through it versatile and advanced formats, text, images, graphics, audio and video transfer can be made, and so various advertising formats enable advertisers to create content on this basis. The new media differs significantly from the traditional media tools in the size and control of the receiver. Technological developments have made it possible for consumers to access a wide range of information from their workplaces or homes through computers, tablets and smartphones.

The new media brings together the advantages of printed and electronic media. This is because the new media allows for speed control and exposure to personal information, as well as more live notification patterns (motion, audio and video files, etc.). While traditional advertisements are usually embedded in the programming context by interrupting or reacting to the product or service that needs to be heard and advertised, new media often require the user to select and search for information or advertising (Fortin, 1997:3-4).

Digital advertisements, defined as the dissemination of marketing and communication messages over the internet, are becoming increasingly important for organizations. Digital ads have different features than traditional advertising tools, such as television and newspaper ads. This way organizations can interact with their consumers and create a superior shopping experience for them. In addition, it provides an understanding of how consumers react to digital advertising, unlike traditional advertising tools, helping organizations to create better behavioral targeting strategies (defined as the practice of reaching consumers, where they are located and based on determining where they are and what their earnings are). Organizations can take advantage of other advantages of digital advertising, such as low cost, speediness (instant communication), reduction of geographic barriers, and productivity (for example,

forwarding consumers' e-mail, viral advertising, and word of mouth influence) (Sarwar, 2016:195).

Digital ads are simply an extension of the traditional media publication model. But many of the ads that work well in traditional media may not work in digital space. Since the audience has the right to choose on the web page, it is likely that the target audience will stay away from a long television style advertising unless the time is too short. In this context, brands should try to develop messages that match users. Also, disorder is a major disadvantage for digital ads. The higher the advertising is clutter, the greater the likelihood of being ignored by customers. Using keywords that explore and target the potential target market can help deliver targeted messages to targeted prospects and increase the success of digital advertising campaigns. Using keywords is important in digital advertising, as most consumers want keywords to be relevant to the ads they read and listen to on the Internet (Dickey and Lewis, 2011:14-15).

### **Conclusion**

Traditional advertising and marketing activities used to often provide some message content that would allow them to stand and advertise in order to attract the consumer's attention. However, nowadays, social media advertising enables consumers to become friends as part of brands and they are invited to engage in advertising activities (Bóveda-Lambie and Hair, 2012:215). Social media marketing and advertising is a highly developed version of traditional word-to-mouth marketing that enables consumers to interact with each other. While marketing and advertising professionals cannot interfere with the conversations between consumers or the content they produce in relation to the brand, many companies are now reluctant to use this new medium, this medium is cheap, has global access capacity, contains multimedia formats and has a wide variety of platforms. These are the primary reasons that make this media attractive. Social media is a medium that draws the attention of consumers, informs them, affects their opinions, attitudes, purchasing decisions, and communicates them after the purchase and enable buyers to evaluate them (Mangold and Faulds, 2009:359). Consumers using social media platforms can express their opinions about each other's products and services, share their experiences with each other, and through these interactions, these interpretations are increasingly transformed into a

collective / common idea, taste or desire. The biggest advantage of brands that take social media as a marketing and advertising medium is that they can determine customer sensitivity through the monitoring of social media sites and these sites have the possibility to provide pages for these companies. Thanks to these pages, companies can meet consumers' expectations and exhibit their products online. In addition, through social media advertising brands can increase their brand awareness by highlighting their features distinct from their rivals, they can manage their reputation by putting positive sides of their brands at forefront, and are able to attract and impress more customers by using social media groups and platforms used by the target population (Brown, 2008:63).

As evaluated in terms of public relations, social media has functions of promotion and recognition. All kinds of advertisements, announcements, newsletters etc. made by businesses using social media channels form the promotion function, while activities to determine the wishes and expectations of consumers through social media channels, and feedback and information collection etc. activities also constitute the recognition function of social media. Social media are the environments that provide effective communication between the consumer and the business (Berkowitz, 2007:128). Today, social media is the most important communication tool in shaping this relationship by sending strategic messages to customers and all other stakeholders, directing and controlling their consumer behaviors, shaping their marketing strategies and forming a relationship with the consumer.

The spread of social media, the increase in the number of members of social networks and the availability of access to these accounts at any time through technological means of communication have made social networks of utmost important for advertisers / brands. Today, many brands are involved in different social networks and implement various digital advertising strategies in order to increase their awareness and sales. The purpose of the ad is not only to reach out to the masses but also to be noticed in the top rank by artificial intelligence algorithms like Google. In such a period when information exchange and speed have increased, people consume information flows very quickly, and advertising / advertisement have transformed from traditional codes. Even 60 seconds now are seen by people as long and unbearable. Therefore, the content of the ad, its

style and objectives have changed. Those who are well aware of and adapt to these changes are successful, while those who cannot keep up stay unsuccessful.

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### **Жарнаманың мәдени, әлеуметтік, экономикалық және психологиялық әсері**

**Аннотация:** Б Мақалада жарнаманың қысқаша тарихы мен ағымдағы жағдайы, сондай-ақ, бірінші кезекте жарнама тұжырымдамасы қарастырылады. Содан кейін Жарнама қызметі мен заманауи жарнаманың өсуі мен дамуы талқыланады. Жарнама функциялары талданып, дәстүрлі және жаңа медиа арасындағы айырмашылық анықталды.

**Кілт сөздер:** жарнама, медиа, жарнама қызметі, қазіргі заманғы жарнама, жарнаманы дамыту.

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### **Культурные, социальные, экономические и психологические последствия рекламы**

**Аннотация:** В статье представлена краткая история и текущая ситуация рекламы, также в первую очередь рассматривается концепция рекламы. Затем обсуждаются рост и развитие рекламной деятельности и современной рекламы. Проанализированы функции рекламы и выявлена разница между традиционными и новыми медиа.

**Ключевые слова:** реклама, медиа, рекламная деятельность, современная реклама, развитие рекламы.

### Автор (лар) ға ұсынымдар

- Мақала Word бағдарламасында терілген және электронды нұсқасымен, қағазға басылып өткізілуі тиіс (басқа қаладағы авторларға электронды нұсқасын өткізуге болады).
- Қарпі: мәтін үшін – Times New Roman – 14 кегль;
- Пішімі А4, беттің параметрлері: сол, оң, асты және үсті жағы – 2,5 см. Абзацтық шегіну – 1,25 см. Түзілу – ені бойынша; қатар аралық интервал – 1,0 қатар.
- Кестелер мен суреттерде нөмірлері көрсетілген толық атаулары көрсетілуі тиіс. Өлшем бірліктері СИ Халықаралық бірліктер жүйесіне сәйкес болу керек.
- Мақаланың жалпы көлемі кестелер мен суреттерді, қолданылған әдебиеттерді қосқанда 4-7 беттен кем болмауы керек.
- Бөлек қағазда автор (лар) туралы мәліметтер: аты-жөні толық, ғылыми атағы, ғылыми дәрежесі, лауазымы, жұмыс орны (мекеменің немесе ұйымның атауы), толық пошталық мекен-жайы, телефон нөмірі және e-mail.
- Журналда мақаланы жарыққа шығару мүмкіндігі туралы шешім мақалаға жазылған тәуелсіз ғалымдардың екі пікірі (рецензия) және редакция алқасының бір мүшесінің ұсынымы негізінде қабылданады. Пікір беруші мақаланың ғылыми бағытына сәйкес болу керек және жарияланатын мақаланың мазмұнына, яғни теориялық маңыздылығына, тәжірибелік құндылығына және жаңа екендігіне жауапты.
- Автор бір нөмірде 2 мақаладан артық жариялауға құқы жоқ.

### Recommendations

- An article (electronic version is sufficient for foreign authors) should be typed MS Word program and presented in electronic form with mandatory listing of the text.
- Font –Times New Roman - 14 pt.
- Format A4, Margins: left, right - 2,5 cm; top, bottom - 2.5 cm; Paragraph - 1.25 cm. Line spacing - 1,0.
- The tables and illustrations with their numbers and names should be given in full, the unit labeling in accordance with the International System of Units SI.
- The total volume of articles, including tables, illustrations and references of at least 4-7 pages.
- Information about the author: name, academic degree and title, place of work and position, full mailing address, telephone number, e-mail should be given on a separate sheet.
- The conclusion about the possibility of the publication of articles in the journal shall be based on two independent scientists review and recommendation by a member of the editorial board. The reviewer must comply with the scientific direction of the article and is responsible for the content of the published article, i.e., of theoretical significance, practical value of the novelty article recommender.
- The author can publish no more than two articles in the same issue.

### Рекомендации авторам

- Статья должна быть набрана в программе Word и представлена в электронном варианте с обязательной распечаткой текста (для иногородних авторов достаточен электронный вариант).
- Шрифт: для текстов – Times New Roman – 14 кегль;
- Формат А4, поля : левое, правое – 2,5 см, верхнее, нижнее – 2,5 см. Абзацный отступ – 1,25 см. Выравнивание – по ширине; Междустрочный интервал – 1,0 строки.
- В таблицах и иллюстрациях с указанием их номеров все наименования следует давать полностью, единицы измерений обозначать в соответствии с Международной системой единиц СИ.
- Общий объем статьи, включая таблицы, иллюстрации и список литературы не менее 4–7 страниц.
- На отдельном листке следует привести сведения об авторе (-ах): Ф.И.О., ученая степень и звание, место работы и должность, полный почтовый адрес, номер телефона, e-mail.
- Заключение о возможности публикации статей в журнале выносится на основании 2 рецензии независимых ученых и рекомендации одного из членов редколлегии журнала. Рецензент должен соответствовать научному направлению статьи и несет ответственность за содержание публикуемой статьи, т.е. за теоретическую значимость, практическую ценность и новизну рекомендуемой статьи.
- Автор имеет право на публикацию в одном номере не более 2-х статей.

## МАҚАЛАЛАРҒА ҚОЙЫЛАТЫН ТАЛАПТАР

### Жалпы ережелер

- Ғылыми-педагогикалық журналдың құрылтайшысы Л.Н. Гумилев ат. Еуразия ұлттық университеті.
- Журналдың мақсаты – қолданбалы геометрия және инженерлік графика, дизайн, сәулет, құрылыс және техниканың басқа салаларының, сонымен қатар техникалық және гуманитарлық білім беру бойынша жаңа идеяларды, ғылым мен кәсіби білім берудің шешілмеген мәселелерін, жаңа дайындалған жаңалықтар мен зерттеулерді мамандарға жеткізу.
- Журналда ғылымдардың, магистранттардың, докторанттардың, өндірісшілердің және мұғалімдердің басыңқы сипаттағы және ғылыми-тәжірибелік маңызы бар ғылыми зерттеулерінің нәтижелері мен жетістіктерін жарыққа шығару. Мұнда инженерлік және компьютерлік графика, дизайн, сәулет, құрылыс және басқа техникалық ғылымдар, сабақ беру әдістемесі, жас ғалымдардың зерттеулері, магистранттардың, докторанттардың зерттеулерінің көкей-кесті проблемалары бағытындағы шолу, проблемалық және пікір талас тудыратын мақалалар, техникалық білім беру проблемалары бойынша ғылыми семинарлардың материалдары жарияланады.
- Журналда мақаланы жарыққа шығару мүмкіндігі туралы шешім мақалаға жазылған тәуелсіз ғалымдардың екі пікірі (рецензия) және редакция алқасының бір мүшесінің ұсынымы негізінде қабылданады.
- Жариялау тілі– қазақша, орысша және ағылшынша.
- Мерзімділігі – жылына 4 рет.
- Есепке алғашқы қойылған нөмірі және мерзімі - № 10761-11.03.2010.
- ҚР мәдениет және ақпарат министрлігінің Ақпарат және мұрағаттар Комитетінде қайта тіркелген куәлік нөмірі және мерзімі № 14168 – Ж – 18.02.2014.

## REQUIREMENTS TO ARTICLES

### General provisions

- The founder of the academic journal is the Eurasian National University L.N. Gumilyov.
- The purpose of the academic journal is to bring new ideas, problem questions of science and professional education, new research and development of a wide range of specialists in applied Geometry and Engineering Graphics, Design, Architecture, Construction and other engineering industries, as well as the scope of technical and humanitarian education.
- The journal highlights the results and achievements of research scientists, graduate students, doctoral students, teachers and industrialists having priority or scientific and practical significance. It publishes research articles: review, problem, discussion on topical issues of research in the following areas: Engineering and Computer Graphics, Design, Architecture, Construction and other technical sciences, pedagogy, teaching and research of young scientists, graduate students, doctoral students, as well as materials science workshops; problems of technical education, etc.
- A member of the editorial board shall make the conclusion about the possibility of the publication of articles in the journal based on two independent scientists review and recommendation.
- Publication language - Kazakh, Russian and English.
- Periodicity - four issues per year.
- Number and date of registration of the primary - №10761 - 11.03.2010.
- Number and date of registration in the Committee of Information and Archives of the Ministry of Culture of the RK information number 14168 - ZH - g 18/02/2014.

## ТРЕБОВАНИЯ К СТАТЬЯМ

### Общие положения

- Учредителем научно-педагогического журнала является Евразийский национальный университет имени Л.Н.Гумилева.
- Цель журнала – донести новые идеи, проблемные вопросы науки и профессионального образования, новые разработки и исследования широкого круга специалистов по прикладной геометрии и инженерной графике, дизайну, архитектуре, строительстве и других отраслей техники, а также сферы технического и гуманитарного образования.
- В журнале освещаются результаты и достижения научных исследований ученых, магистрантов, докторантов, производственников и преподавателей, имеющих приоритетный характер или научно-практическое значение. В нем публикуются научные статьи: обзорные, проблемные, дискуссионные по актуальным проблемам исследований по следующим направлениям: инженерной и компьютерной графике, дизайну, архитектуре, строительстве и другие технические науки, педагогике преподавания, исследования молодых ученых, магистрантов, докторантов, а также материалы научных семинаров; проблем технического образования и т.д.
- Заключение о возможности публикации статей в журнале выносится на основании 2 рецензии независимых ученых и рекомендации одного из членов редколлегии журнала.
- Язык публикации– казахский, русский и английский.
- Периодичность – 4 номера в год.
- Номер и дата первичной постановки на учет - № 10761-11.03.2010 г.
- Номер и дата перерегистрации в Комитете информации и архивов Министерства культуры информации РК № 14168 – Ж – 18.02.2014 г.

## Мақаланың құрылымы

- ГТФХР (ғылыми-техникалық ақпараттың мемлекетаралық рубрикаторы) – сол жақ жоғарғы бұрышында.
- Автор (- лар) туралы ақпарат – аты-жөні толық, ғылыми атағы, ғылыми дәрежесі, лауазымы, жұмыс орны (мекеменің немесе ұйымның атауы); елдің атауы (жақын және алыс шетелдегі авторлар үшін), e-mail.
- Мақаланың атауы.
- Жарияланатын мақаланың андатпасы мемлекеттік, орыс және ағылшын тілдерінде болу керек. Андатпаның көлемі 5-6 сөйлем немесе 500 баспа белгілері (мәтін 1/3 бет).
- Кілт сөздері 10 сөзден аспау керек.
- Мақаланың мәтіндік бөлігі. Мақаланың мәтінінде көрсетілуі тиіс: мәселенің тұжырымы; мәселенің зерттеулерін талдау; зерттеудің мақсаты мен міндеттері; материалды таныстыру және ғылыми зерттеулер нәтижелерін тұжырымдау; қорытындысы.
- Қолданылған әдебиет.

## Structure of the article

- IRSTI (interstate rubricator of scientific and technical information) – placed in the upper left corner.
- Information about authors - full name, title, academic degree, position, place of work (name of institution or organization); name of the country (for foreign authors), e-mail.
- Article title
- Abstract published in Kazakh, Russian and English languages. The volume of abstract is 5-6 sentences or 500 words (1/3 page of text).
- Keywords are not more than ten words.
- The text of the article should be reported: formulation of the problem, the analysis of the research problem, the goal and objectives, the presentation of material and the study received research results conclusions.
- References.

## Структура статьи

- МРНТИ (межгосударственный рубрикатор научно-технической информации) – в левом верхнем углу.
- Сведения об авторе (авторах) – ФИО полностью, ученое звание, ученая степень, должность, место работы (наименование учреждения или организации); наименование страны (для авторов ближнего и дальнего зарубежья), e-mail.
- Название статьи.
- Аннотация публикуемой статьи на государственном, русском и английском языках. Объем аннотации 5-6 предложения или 500 печатных знаков (1/3 страница текста).
- Ключевые слова не более 10 слов.
- Текстовая часть статьи. В тексте статьи должны отражаться: постановка задачи; анализ исследования проблемы; цель и задачи исследований; изложение материала и обоснования полученных результатов исследования; выводы.
- Используемая литература.

За содержание статьи ответственность несет автор

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