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Representation of Values in the Discourse of Advertising(Based on Toyota Automobile Slogans)

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Abstract- This article deals with values component inherent for advertising discourse. Values in advertising discourse influence the recipients and achieve their pragmatic goals. Advertising discourse mirrors the values that have already existed in a particular society. It also forms new values and implements them into people's minds creating new forms of reality where the possession of a good is more desirable than that of the real needs of a consumer. Values representation in the advertising discourse highlights the most significant cultural meanings of the dominant values, which are widely represented by the explication of hedonistic, social, and material values determined by the necessary requests of the recipients.

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I. The Values Issues: Origin, the Concept of Development, Definition, Classifications

Values are one of the most important components of a human life. They contain the life experience of past generations, reflect the culture of the society and influence the language that people use for communication. Moreover, values form, determine and affect not only our thinking but also our behavior.

The values issues were found in the works of the ancient philosophers such as Plato and Aristotle. However, the concept of value as a philosophical category was widely introduced and spread at the end of the XIX century in the works of the German philosopher R.H. Lotze (Lotze, 1882). In 1902, the French philosopher Paul Lapie introduced the term "axiology" in his work "*Logique de la volonté*" where he presented the philosophical doctrine of values as the foundations of people's goal-setting activity (Lapie, 1902).

As a cross-disciplinary category, values are studied by many sciences: philosophy, sociology, psychology, pedagogy, cultural studies, social studies, linguistics and others. Therefore there is no clear definition of the concept of "value".

In our research we consider "values" as goals that guide people in their activities and determine the norms of their behavior (Babaeva, 2004). Values are historically formed, generalized ideas about the models of people's behavior, which reveal an evaluative and active attitude to the world, forming a value picture of the world, that are fixed in the representative minds of certain ethnic groups and are found in the languages of this ethnic group (Usacheva, 2002).

Due to the diversity of the "values studies" there is also no common classification of values. Each science considers values based on the goals and objectives of its own field of research.

In philosophy, values are presented as material, social and spiritual in nature. Material values reflect people's attitude to things and the way they process the surrounding world to meet their vital needs. The social ones ensure the activity of a person as a social being. The spiritual ones help a person to realize himself creatively and to express himself morally (Kuznitsova, 2005).

In psychology values are classified into universal (truth, beauty, justice), historical (patriarchy, equality, democracy); material, spiritual, social and personal that can motivate the individual behavior (Petrovskiy, Yaroshevskiy, 1990).

Cultural studies distinguish values as vital (life, health, well-being, security), social (status, work, team), political (state, law, civil rights and freedoms), moral (loyalty, love, kindness, friendship), religious (God, salvation, God's law of grace) aesthetic (beauty, harmony)" (Yerasov, 2000).

Recently many scientists have noted the occurrence of hedonistic values that claim the legality of pleasures, this includes the undeniable right of the individual to enjoy all the delights of human existence, self-development, a person's right for originality, uniqueness, comfort conditions of life and so on.

II. Functions of Values in Advertising Discourse

Advertising discourse often appeals to the values that are established in a particular community. It has the opportunity to form and integrate new values in order to effectively influence the recipient and achieve their pragmatic goals. Values have particular importance for the awareness of needs in the decision-making process. They not only penetrate deep into the consumers' consciousness, they penetrate into their hearts (Blackwell, Miniard, Engel, 2007).

Language is a useful communicational tool. From a linguistic point of view, advertising is a special field of practical activity, of which the product is advertising texts. Linguistic worldview and the values

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that are inherented in a particular society are reflected and created through language. The word does not reflect the object of reality itself, but the vision that exists in native speakers minds.

Some researchers claim that advertising form new values and enforce them into people's minds (Anashkina, 2012). However, some scientists argue that advertising just reflects the values that has already existed in a particular society (Moiseeva, 2008).

The pragmatic orientation of advertising discourse pursues the one main goal – to attract, to capture the intended audience's attention and more importantly, to behave in a particular expected way. Various discourses are used to shape and change consciousness. Those who control discourse can indirectly control people's consciousness. And since people's actions are controlled by their consciousness (knowledge, relationships, ideology, norms, values), control over consciousness also means indirect control over actions (Teun A. van Dijk, 2013).

The marketing communications study, according to a linguistic viewpoint, constitutes a new field of knowledge – linguistic marketing. It studies the linguistic tools that are used in marketing communication texts to attract peoples' interests (Sknarev, 2016).

III. The Research Results

In our present research, we are going to study the value component and the linguistic tools that are used in short advertising texts (slogans) of one of the top sales leaders and one of the largest car manufacturers in the world – the Toyota company (18).

Slogans are short, unique easy remembered messages used in advertising. Advertisers slogans should be succinct, snappy, memorable, and affectionate (Pilátová, 2015). Slogans constitute part of the marketing campaigns; they not only represent a company or a service but also evoke and entice people to act. Slogans are powerful marketing tools that raise the brands and products recognition (Loulou Ezzeddine, 2022-2023). Advertising slogans verbalize information not only about the object of advertising, but it also reveals the value component of the world view of the native language speaker.

The lexeme "automobile" appeared in the late 19th and early 20th centuries and considered it as passenger vehicle, usually four-wheeled, propelled by an engine or motor that is part of it, especially as an internal-combustion engine, and meant for traveling on streets or roads *(syn: auto, car, machine, motorcar)* (Houghton, Mifflin, Harcourt, 2024).

Nowadays many cars users consider an automobile is more than just a vehicle It is an integral part of society, influencing the pace and style of modern life, changing human habits and priorities. In many cultures a car is way of "self-expression" or "self-realization". A car is "a kind of continuation of the life that a person has already managed to create for himself: a car must correspond to the status of a person, his apartment, salary, standard of living, temperament, comfort to which he is accustomed, and even character, a sense of beauty or views on life. A car should give only positive emotions, which are so few in life" (Geiko, 2007).

Vital values are demonstrated by the lexemes connecting safety: *Safety Wish of Toyota,* (1978–1982), *Don't Forget Your Seatbelt* (1989–1991) Japan; *Live Alive* (2018–present) Thailand.

The value of possessing a car as a thing of the material world is revealed by the usage of:

Possessive pronouns: See How Much Car Your Money Can Buy (1979–1980) Australia; *My Toyota Is Fantastic,* (Europe).

Adjectives: The Greatest (1986–1991) Australia; *Interesting vehicle* (1991–1998), *The Amazing* (2010–present) Bangladesh; *The New Toyota Will Begin Running* (1989–1990) Japan.

Nouns emphasizing strong emotions or feelings: *The Quality* (1998–2005) Bangladesh; *The car in front is a Toyota* (1980–2004), *Today, Tomorrow, Toyota* (2004-2011) Europe; *Toward the car be loved* (1971–1980), *Toyota Next One* (2014–2015) Japan; *I Love This Car* (1996-1999) Philippines; *Touch The Perfection* (2001–2005) India.

*Social value*s are introduced by the words connecting:

Family values: Toyota Family Car (1966–1969) Japan.

Innovation, progress, leadership: Mark of Progress (1967–1970), *The New Era of Toyota Technology* (1982–1988), *Sedan Innovation* (1993–1998), *The car is Gradually Turned to The Future* (1998–1999) Japan: *Quality Revolution* (2012–2021) India; *Always Better* (2012–2022) Singapore*; Running Towards* (1974–1979) Bangladesh; *Lead The Way* (2004–present) South Africa; *Let's Go Beyond* (2015–present) Indonesia; *Leading Mobility* (2016–2022) Vietnam; *Leads You Ahead (1989–2001)* Malaysia; *Moving Forward* (2005–2020) Philippines.

Citizenship and responsibility: For People, For Society, For The Earth (1990–1999), *Action Toyota* (1997–1998), *The World is One* (2015–2017) Japan; *The Will To Serve* (1989-1994) Philippines; *Everything Keeps Going Right, Toyota* (1973–2004), *Choice Of Trust* (1984–1989), Indonesia.

Personal image: Enjoy Your Style (2019–2023) South Korea; *It's My Style* (1996–1997) Thailand.

Hedonistic values are represented by:

Bright, positive emotions: *Oh what a feeling!* (1983–present) Australia; *Quality emotion world, GAC Toyota,* (China)*; For true, To extreme, FAW Toyota,*

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(China); *Your New Experience of Motoring* (1997–2001), *Now That's Awesome* (2021–present) India; *Passion* (2001–2004) Indonesia; *Fun To Drive* (1984–1990), *Drive Your Dreams* (2000–2013), *Fun to Drive, Again* (2013–2017) Japan; *Get The Feeling* (2001–2005) Malaysia; *Something Special For You* (1981–1983) Australia; *Smile For Tomorrow* (2009–2014) South Korea; *Yes We Drive* (2003–2005), *Mobility Of Happiness* (2013–2022) Thailand. *Because We Love You* (2004–2006), Indonesia.

Personal challenge: Nothing is Impossible (1985–present) Germany; *Start Your Impossible* (2019–present) Indonesia.

Quality of life: Leads Away Your Life (1979–1986), *The Perfection of Life* (2005–2010) Bangladesh; *Always A Better Way* (2011–present) Europe.

Fulfillment personal desires: You Asked for It, You Got It (Mid. 70s–Early 80s), *Move your world* (2022–present) Philippines; *Who Could Ask for Anything More?* (1985–1989), *I Love What You Do for Me* (1989–1997), *Let's Go Places* (2012–present) United States.

Double meanings complimenting: You Are So Smart (2014–2019), You See Value First (2023–present) South Korea.

IV. Conclusions

The analysis of the value component in Toyota's advertising slogans reveals that the main part of advertising texts appeals to hedonistic values such as positive emotions, personal challenges, quality of life, and fulfillment of personal desires. Social values connect innovation, progress, leadership, citizenship, responsibility, social status and family. Material values are expressed by lexical means including possessive pronounce, adjectives, nouns. Vital values are expressed by safety matters.

Values representation in advertising slogans becomes the powerful instruments of influence on the recipients, resonating with customers on a personal level, forming a public opinion, giving the desired product image, offering the behavioral patterns and promising the comfortable life style.

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