

## LINGUISTICS

*M.N. Cherkasova, L.N. Cherkasova*

*(Rostov state university of transport. Rostov-on-Don, Russia)*

### **Potential conflict field of advertising discourse: points of tension**

Advertising discourse is a special type of institutional discourse in media sphere. Its features are conflict potential, manipulation, impact, effect, pragmatic orientation which are required for today marketing activities as a form of communication between consumer and manufacturer. Advertising discourse has a conflict potential, thus advertising discourse suggests conflict field, its formation takes place in the result of assessed and expressive marks and pragmatic orientation of the text. Advertising discourse becomes the center of linguistic and law conflict: the discussion in the area of law is about brand name, protection of honor, reputation, inappropriate comparison, extremism, usage of somebody else's brand names. In present Russian advertising the points of tension are created according to the discourse features of the text. Interpretation of any text of advertising discourse differs from the analysis of other media texts due to the own laws of discourse organization.

Key words: conflict potential field, advertising discourse, points of tension, linguistic and law conflict, interpretation of the text.

---

*June, 3, 2014*