

## PHILOLOGY

***Evgenia P. Garan***

*(Azov-Black Sea institute of engineering branch of Don state agrarian university.  
Zernograd, Russian Federation)*

### **Modern advertising as a mirror of ethnic culture**

In 1970-1980s of the XX century interaction of a language and a culture began to be considered within the framework of a new departure that arose at the interface of linguistics and culturology – cultural linguistics. Anthropocentricity of the new approach corresponds to the general current trend of humanitarian researches. At the beginning of the XXI century, at the foregrounds of changes in a modern language were those ones, which had been brought to life with the help of the change of sociocultural paradigms, socio-political movements in different countries, and other extratextual factors, which often become determinative of language changes. In turns, new language contexts give rise to new cultures in a society. The objectives of cultural linguistics are also to compare especially linguistic phenomena to their sociocultural motivation, to study their connections and interdependence.

Key words: linguaculture, advertising, ethnoculture, modernity.

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