

PHILOLOGY

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Language means of representation of gastronomic advertising in Russian, English and French languages

It is analyzed the language means of gastronomic advertising in Russian, English and French. The authors come to the conclusion that at the graphic level in the advertising of food products of the languages in question, font selection, digital and symbolic symbols, transformed spelling of the word through the graphic selection of its sound, words in a foreign language representation are used. The most frequent method of constructing gastronomic advertising on the phonetic level is alliteration, rhyme and onomatopoeia. The most striking means of lexical level, the authors include epithets, phraseological units, personifications, occasionalisms, metaphors and hyperbole. The syntactic level of advertising is replete with rhetorical questions, exclamation and incentive sentences, parcelling, parallel constructions and antithesis.

Key words: gastronomic advertising, linguoculture of nutrition, phonetic-graphic level, lexical level, syntactic level of language.

March 6, 2019