

PHILOLOGY

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Functioning features of the stylistic units in marketing discourse

To reveal the expressiveness of the statement almost any text contains various means of expressiveness, tropes, figures of speech. In this regard, there is a need to analyze the functioning of this phenomenon in the language. The studied tropes, figures of speech perform a special function of linguistic units – stylistic. Also it is considered the translation features of various kinds of stylistic means, that require transformations, as well as certain skills of the translator. All in all, the stylistic fullness of the text, and analysis of its functioning helps to preserve or modify the initial emotional and aesthetic information.

Key words: text, discourse, stylistic means, tropes, figures of speech, metaphor.

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