

PHILOLOGY

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Specificity of using the metaphor in advertising text (in English and French)

The article discusses the specificity of using metaphor in the advertising text. Existing approaches to the interpretation of the advertising text in Russian and foreign linguistics are investigated. Particular attention is paid to the analysis of the role of metaphor in modern advertising texts, its types and main functions are determined. The material for the study is commercials on English and French television, in the international magazines Elle, Cosmopolitan, Vogue, Glamour (English and French versions). The results of the analysis confirm that advertising implies all properties of metaphor, its imagery, expressiveness, originality, and subordinates its use to two main tasks: to attract the attention of a potential buyer, and most importantly, to encourage him to buy the advertised product.

Key words: stylistic devices, metaphor, metaphor functions, advertising, advertising text.

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