

PHILOLOGY

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Lexical and stylistic features of advertising slogans expressiveness in modern English

Advertising forms public consciousness, cultivates a standardized general idea of the correct modern way of life. In order to attract consumer's interest when creating an advertising slogan, the entire arsenal of linguistic and non-linguistic means is used for the most effective impact on recipients. The stylistic side of the advertising slogan deserves special attention, since the slogans contain various means of stylistic expression that contribute to the achievement of the main goal of the creators of advertising slogans – to highlight a product or service on a general competitive background. The lexical and stylistic features of the advertising slogan are highlighted at the phonetic, lexical and syntactic levels. The article also analyzes the most recognizable advertising slogans in modern English.

Key words: advertising slogan, means of expression, stylistic device, advertising.

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