

PHILOLOGY

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Linguo-stylistic features of creating an advertising text (based on the material of English and Russian languages)

Leading researchers agree that the influence of advertising extends to such areas of social development as culture, social classes, family, personality. It is difficult not to assess the impact of advertising on the personality of the consumer of the advertising product. The language of advertising occupies a special place among those functional-style formations that also relate to mass communication. This special position of the advertising language is due to the specifics of the advertising activity itself.

Key words: advertising text, evaluativeness, expressive means, manipulation, verbal stereotypes.

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