

PHILOLOGY

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Citation as one of the ways to create expressiveness in the language of modern TV advertising

It is presented the analysis of citation as one of the means of creating expressiveness in the language of TV advertising. Advertising text should implement the objectives of advertising in general. The purpose of an advertising text is to draw attention to a product or service and encourage you to purchase it. The author aims at determining the emotional and expressive potential of citation within the advertising discourse. The study of the factual material was carried out by the descriptive method of linguo-stylistic analysis. There are several discursive ways to incorporate quotes into ad copy. With direct quotation, nostalgic allusions are formed in the addressee, which help to attract the attention of a potential buyer to the advertised product. The transformed citation actualizes the addressee's attention to the advertised product.

Key words: advertising, citation, expressiveness, text, design.

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