

PHILOLOGY

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Language of Russian social advertising: functional and diachronic aspects

Russian social advertising is analyzed in a diachronic aspect. The characteristics of social advertising in the Soviet period are considered, which include the fight against dissent, the promotion of the corresponding ideology and social values. It is noted that social advertising in modern Russia is multifunctional in nature, acts as a translator of such traditional universal and national values as family, ecology, and a healthy lifestyle. It has been established that Russian social advertising has certain linguistic and stylistic features that contribute to attracting the attention of the population to socially significant problems.

Key words: social advertising, values, advertising slogan, urban media space, strategy, tactics.

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