

PHILOLOGY

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Linguocreative elements as a way of communicative strategies implementation in political poster

It is considered the set of communicative strategies that are implemented in political poster through linguocreative elements. Two types of linguocreativity are discussed – pure linguocreativity and syncretic linguocreativity. The term «communicative strategies» is clarified in general and in political discourse in particular. Common features of their classifications are identified. The author also specifies major and minor strategies of political poster.

Key words: political poster, political discourse, linguocreativity, communicative strategy, persuasive strategy.

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