

PHILOLOGY

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Features of translation of political advertising in Russia, the USA and the UK

It is considered the study of the role of advertising in the modern world, in particular political advertising of Russian-speaking and English-speaking speakers. Since political elections are a regular phenomenon not only in Russia, but also around the world, at the moment, the problem of studying and correctly translating political advertising texts deserves special attention and study.

Key words: advertising, political advertising, translation, translation transformations, transliteration, transcription, concretization

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