

## PHILOLOGY

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### **Syntactical-stylistic means of creating a language game in the French advertising discourse: linguopragmatic aspect**

The linguopragmatic aspect of a language game in the French advertising discourse, created with the help of syntactical-stylistic means, is investigated. Based on the material of authentic electronic advertising posters found on the French-language websites of well-known retail chains and manufacturers of goods, such syntactical-stylistic means as antithesis, comparison, repetition are considered, and cases of their combined use with parcelling and syntactic parallelism are noted. Attention is focused on the linguopragmatic effect generated by their use. Based on the analysis, it is concluded which of the syntactical-stylistic means are the most and least productive in the process of creating a language game. Taking into account the results obtained, prospects for further development and other relevant areas of research on the phenomenon of language game are outlined.

**Key words:** language game, syntactic-stylistic means, advertising discourse, antithesis, repetition, comparison, linguopragmatic effect.

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